

2019

CREATE SNAP-ED
BETTER HEALTH

— CREATE BETTER HEALTH

ANNUAL REPORT



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This material was funded by USDA's Supplemental Nutrition Assistance Program -- SNAP.

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Office of the Assistant Secretary for Civil Rights
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Washington, D.C. 20250-9410;

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(3) email: program.intake@usda.gov.

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January 2020



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SNAP-ED NARRATIVE ANNUAL REPORT

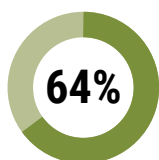


1 EXECUTIVE SUMMARY

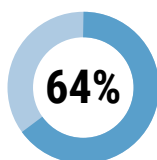
2019 was another remarkable year for the Utah State University Supplemental Nutrition Assistance Program-Education (SNAP-Ed), now known as Create Better Health Utah (formerly known as Food \$ense). This year marked 22 years of service for the SNAP-Ed program in Utah implemented by Utah State University Extension. Our dedicated staff has done an incredible job at expanding our reach and impact through our comprehensive approach to obesity and chronic disease prevention. This report highlights the work we are doing in direct nutrition education, policy, systems, and environments (PSE) and social marketing. The numbers and narratives show the impact we are making on the SNAP-Ed target audience and doing it efficiently with excellent management of funds. For strong program fidelity and recognition Create Better Health Utah (SNAP-Ed) offered **11 ongoing projects** (5 direct education, 3 PSE, 3 Social Marketing) and **1 new project** (direct education) during FY 2019. A few of the highlights for SNAP-Ed 2019 include:

Direct Education

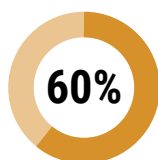
After participating in Create Better Health classes, adult participants reported:



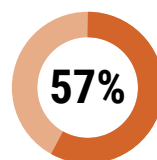
usually/always use MyPlate recommendations to make food choices



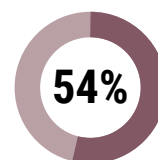
usually/always stretch their food dollars to last the entire month



usually/always are physically active at least 30 minutes, 5 days per week



usually/always consume 1-2 cups fruit daily



usually/always consume 2-3 cups vegetables daily

Policy, Systems & Environment (PSE)

12

policy changes adopted

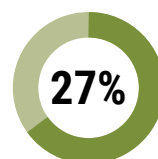
74

systems changes adopted

36

environmental changes adopted

Social Marketing



of people surveyed could recall (aided) the Create an Active Winter campaign with several reporting that the campaign helped remind and motivate them to be active.

Major achievements

2 interventions accepted into the SNAP-Ed Toolkit:

Create Better Health Adult Nutrition Education Curriculum (DE) (Research-tested)

CREATE
BETTER HEALTH
Adult Nutrition Education Curriculum

Thumbs Up for Healthy Choices in Food Pantries (PSE) (Practice-tested)



Major setbacks, if any

Piloted a new evaluation model for our adult programming which resulted in fewer participants providing program feedback and impact.

Overall assessment statement

Utah SNAP-Ed reviewed roles and responsibilities to determine amounts spent on administrative costs. All administrative costs were essential to the implementation of SNAP-Ed programming in Utah. The administration of costs were determined by a percentage of need for administration vs programming for State office staff and implementing staff.

2 EARS BUDGET

Percent of Total Administrative Expenditures for each Implementing Agency by Type of Expense

Utah State University Create Better Health (*Food Sense, name prior to FY 2020*) SNAP-Ed

Type of Administrative Expense	Name of IA: Utah State University	
	% values	\$ values
Administrative Salary and Benefits	47%	\$233,641.41
Administrative Training Functions	0%	*Paid from other USU funds
Reporting Costs (Including PEARS)	%	\$23,200
Equipment/Office Supplies	%	\$2,800
Operating Costs	1%	\$5,000
Indirect Costs IDC (not including building space)	39%	\$246,630.93
Building/Space Lease or Rental (paid out of IDC)	0%	\$0
Cost of Publicly-Owned Building Space (paid out of IDC)	0%	\$0
Institutional Memberships and Subscriptions	0%	*Paid from other USU funds
TOTAL ADMIN COSTS (33%):	100%	\$511,272.34
TOTAL GRANT FUNDING		\$1,544,688.46

3 EARS DATA

Unit(s): Utah

Report Timestamp: Nov. 22, 2019, 1:35 p.m.

Please see the official EARS form documentation at snaped.fns.usda.gov/education-and-administrative-reporting-system for more detailed explanations of the items below, including lists of valid codes for items 5 and 6.

ITEM 1 Data on SNAP-Ed

State: Utah

Federal Fiscal Year: SNAP-Ed 2019 (October 1, 2018 - September 30, 2019)

Implementing Agency: Utah State University

ITEM 2 Direct Education - information on participation by age and sex

Number of SNAP-Ed participants (unduplicated) by age group and sex

Per FNS guidance, unduplicated in item 2 means unique individuals per intervention, regardless of the number of sessions he/she has participated in. Individuals attending multiple interventions would be counted once for each unique intervention. Direct education participant demographics are reported in program activities (/track/programs/).

Age	Female	Male	Actual Count	Estimated Count	Total
Less than 5 years	907	895	1,416	391	1,807
5-17 years	4,996	4,665	8,003	1,827	9,830
18-59 years	3,010	737	3,230	518	3,748
60 years or older	740	180	869	52	921
Total	9,653	6,477	13,518	2,788	16,306

ITEM 3 Direct Education - information on participation by race and ethnicity

Number of unduplicated SNAP-Ed participants by race and ethnicity

As in Item 2, a row may have both actual counts and estimated counts. Actual counts should be used whenever people self-identify. Estimated counts are appropriate in certain cases, such as when individuals do not identify with a specific race and are assigned one or more than one for reporting purposes. Per FNS guidance, total is computed as the sum of hispanic and non-hispanic participants.

		Actual Count of SNAP-Ed Participants	Estimated Count of SNAP-Ed Participants
Ethnicity	Hispanic/Latino	2,080	417
	Non-Hispanic/Latino	7,006	1,679
Race	American Indian or Alaska Native	273	38
	Asian	372	64
	Black or African American	488	50
	Native Hawaiian or Other Pacific Islander	134	9
	White	11,200	2,135
Total		9,086	2,096

ITEM 4 Direct Education - characterizing education session format, delivery, time, and use of interactive media

Programming details

Interactive multimedia integrates text, audio, graphics, still images, and moving pictures into one computer-controlled, multimedia product that provides an individualized educational experience based on a participant's input.

Format	A. Number of Series Delivered	B. Time Range		C. Number of Sessions Delivered Using Interactive Media
		Sessions (in minutes)	Number of Sessions	
1. Single Session	449	0-30 31-60 61-90 91-120 Over 120	29 328 63 16 13	0
2. Series of 2 to 4 sessions	135	0-30 31-60 61-90 91-120 Over 120	81 301 25 40 9	0

3. Series of 5 to 9 sessions	220	0-30 31-60 61-90 91-120 Over 120	470 863 56 10 1	0
4. Series of 10 or more sessions	29	0-30 31-60 61-90 91-120 Over 120	58 328 1 12 0	0

ITEM 5 Interventions - characterizing implementation, indirect education, reach, and expenditures

The following table pulls together interventions reported in program activities, PSE site activities, indirect activities, and social marketing. Codes for this item are listed in the official SNAP-Ed EARS Form at [snaped.fns.usda.gov/snap/EARS/EARSFormforFY2017-FY2019Reporting.pdf](https://www.fns.usda.gov/snap/EARS/EARSFormforFY2017-FY2019Reporting.pdf). Indirect education is captured in Column I, and may be blank if not applicable. The year of implementation (column C) is not currently tracked in PEARS. Also, while all reported PSE records are included in this table, population codes and reach (columns E & F) are only included for PSE records that are at least in the “Started implementation of changes” stage of implementation. For Social Marketing campaigns, we count one site per specified setting.

A. Name or Descriptive Title for the Intervention	B. Intervention Types(s) (DE, SM and/or PSE) (Select All That Apply)	C. Year	D. Implementation Stage (Use Codes)	E. Priority Population(s) (Use Codes)	F. Estimated Number of SNAP-Ed Participants Reached	G. Data Sources (Select All That Apply)	H. Intervention Settings (Use Codes) and Number of Sites Per Setting	I. Indirect Intervention Channels (Use Codes)	J. Intervention Topic(s)
Other, please specify	DE, PSE, SM		D, I, P, T & E	<5, 5-17, 18-59, >60 M, F W, NH/PI, AI/AN, A, B H/L, N	651893	C, O, S, V	AA, 1; BB, 7; F, 1; H, 6; I, 2; K, 18; M, 11; N, 1; O2, 1; O3, 2; Q, 1; U, 1; X, 1; Y, 2	B, H, O7, S, V	A, B, C, D, E, F, G, H, I, K, L, M, N, O, O8, Q, R
Create MyPlate	DE		I	5-17, 18-59, ><650, M, F AI/AN, A, W, NH/PI, B N, H/L	18997	C, O, S, V	A, 2; BB, 2; F, 1; FF, 2; G, 9; H, 5; I, 6; J, 4; K, 2; L, 1; M, 24; O, 2; O1, 8; O2, 9; O3, 12; O6, 1; P, 2; Q, 1; R, 1; S, 1; T, 1; U, 4; W, 2	C, E, H, O7, S	A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, O8, O9, P, Q, R
Creates	DE, PSE, SM		D, I, P, T & E	<5, 18-59, >60, 5-17 M, F AI/AN, A, B, W, NH/PI H/L, N	603882	C, O, S, V	A, 6; AA, 2; BB, 5; EE, 2; F, 2; FF, 9; G, 1; H, 6; HH, 2; I, 9; II, 2; J, 17; K, 11; M, 15; O, 4; O2, 15; O3, 18; O6, 3; P, 6; R, 1; S, 2; T, 8; U, 7; W, 2	A, C, E, H, N, O7, S, V, W	A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, O8, O9, P, Q, R

Family Meals Curriculum	DE, SM		I	<5, 5-17, 18-59, >60 M, F W, B, AI/AN, NH/PI, A N, H/L	4256	O, S, V	A, 1; BB, 1; FF, 1; H, 1; I, 6; M, 2; O3, 2; U,1; W,2	A, B, E, H, N, O7, R, S	A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, O8, P, Q, R
MyPlate	DE		I	<5, 5-17, 18-59, >60 M, F B, W, A, AI/AN, NH/PI H/L, N	21772	C, O, S, V	G, 1; H, 6; I, 1; K, 1; M, 8; O1, 1; O3, 1	H, O7, S	A, B, C, D, F, G, H, I, J, K, L, M, N, O8, Q, R
Youth Curriculum	DE		I	5-17, <5, 18-59, >60 M, F AI/AN, W, A, B, NH/PI H/L, N	9195	C, O, S, V	BB, 1; G, 13; H, 11; I, 1; K, 15; M, 24; N, 1; O1, 2; O2, 1; O3, 1; O4, 1; O6, 1; R, 1; T, 1; W, 1	H, N, O7	A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, O8, P, Q, R
Thumbs Up-Food Pantries	PSE		D, I, P, T & E		4225	O, V	BB, 7; Y, 1	C, H, O7	A, B, C, D, E, F, G, H, I, M, N, O, Q, R
Thumbs Up-Retail	PSE		D, I, P, T & E		251	V	DD, 3; EE, 1	H	B, D, E, F, G, H, I, J, K, L, M, N, O
Creaciones en la Cocina	DE		I	18-59, 5-17, >60, M, F, A, W, B, AI/ AN, N, H/L	112712	C, S, V	HH,1; M,3; N,1; O,5; O3,4; P,1; Q,2; R,1; W, 1	H, O7, S	A, B, C, D, E, F, G, H, I, J, K, M, N, O, O8, O9, P, R
Create Farm Fresh Gardens	DE, PSE		I, P	18-59, >60, 5-17 M, F A, W, B, AI/AN N, H/L	1411	S, V	A, 1; AA, 1; K, 1; O1, 3; O3, 1; R, 1; S, 1; Y, 1	A, H, O7	A, B, C, D, E, F, K, L, M, O, O8, O9, R
No Intervention Specified					0				

ITEM 6 Partnerships - entities that receive no direct SNAP-Ed funding but are involved in SNAP-Ed programs

The following table includes records reported in the partnerships (/track/partnerships/) module only.

Partner Title	A. Number of Partners You Work With this Reporting Year	B. Assistance	C. Assistance Provided If Applicable (Use Codes)	D. Intervention Type(s) With Partner's Involvement (DE, SM, and/or PSE) (Select All That Apply)
Agricultural organizations (includes farmers markets)	16	P, S	A, E, F, I, M	PSE, SM
Chefs/culinary institutes	0			
City and regional planning groups	3	F, H, I, R, S	D, H, I, M, P	DE, SM
Early care and education facilities (includes child care centers and day care homes as well as Head Start, preschool, and pre-kindergarten programs)	4	A, H, I, R, S	H, I, M, P	DE
Faith-based groups	2	A, H, P, R, S	E, F, H, I, R	DE
Food banks/food pantries	21	A, C, D, H, I, P, R, S	C, D, E, H, I, M, P, R, S	PSE
Food stores (convenience stores, grocery stores, supermarkets, etc.)	4	A, H, I, M, R, S	A, E, I, M, P	DE, PSE, SM
Foundations/philanthropy organizations/nonprofits	9	A, C, D, H, O, P, R, S	A, C, D, E, H, I, M, P	DE
Government program/agency (Federal, State, local, etc.)	13	A, C, D, H, I, R, S	A, C, D, E, H, I, M, P	DE
Hospitals/healthcare organizations (includes health insurance companies)	4	A, D, F, H, P, R, S	D, H, I, M, P, R	DE, SM
Human services organizations	8	H, R, S	A, E, I, M, S	DE
Indian Tribal Organizations	1	A, H, R, S	A, H, I, M	DE
Labor/workforce development groups	2	A, R, S	A, I, M	DE
Media/advertising groups	2			DE
Parks and recreation centers	2	A, H, P, R, S	H, I	DE
Public health organizations	5	A, D, F, H, I, M, P, R	A, D, H, M, P, R	DE, SM
Restaurants	0			
Schools (preschools, K-12, elementary, middle, and high)	70	A, C, E, H, I, P, R, S	H, I, M, O, P	DE, PSE
Schools (colleges and universities)	1	C, H, R	H, I, M	DE
Transportation groups	0			
Worksites	0			
Other (please specify):	8	A, H, M, O, P, R, S	A, H, I, M	DE
Total	175	N/A	N/A	N/A

4 OUTREACH BY COUNTY

County	Youth Participants (0-17 years old)	Adult Participants (18+ years old)	PSE Sites
Beaver	1,258	6	4
Box Elder	138	73	1
Cache	995	600	3
Carbon	678	43	1
Davis	439	234	4
Duchesne	94	110	1
Emery	378	279	1
Garfield	NA**	NA	NA
Iron	471	30	0
Juab	1937	277	1
Kane	999	94	1
Millard	1342	113	1
Piute	295	45	1
Salt Lake	559	1529	4
San Juan	NA	NA	NA
Sanpete	NA	NA	NA
Sevier	NA	NA	NA
Summit	NA	NA	NA
Tooele	140	55	3
Uintah	606	67	1
Utah	603	710	4
Wasatch	NA	NA	NA
Washington	261	109	3
Wayne	251	15	0
Weber	50	139	1
Totals	11,494	4,528	35

**County did not have an active program during FY2019

Evaluation Reports

Project	Key Project Objective(s)	Target Audience	Evaluation Type(s)
Adult Direct Education: Create Better Health (CBH), Create Family Meals (CFM) & Create Farm Fresh Food (CFFF)	<p>Based upon behavior checklists, by September 30, 2019, at least 80% of SNAP eligibles who participate in SNAP-Ed lessons statewide will report usually/always having enough food to last through the end of the month.</p> <p>Based upon behavior checklists, by September 30, 2019, at least 60% of SNAP eligibles who participate in SNAP-Ed lessons statewide will report usually/always using MyPlate and nutrition fact labels to make food choices.</p> <p>Based upon behavior checklists, by September 30, 2019, at least 60% of SNAP eligibles who participate in SNAP-Ed lessons statewide will report usually/always consuming at least 2 cups of fruit and 2 ½ cups of vegetables each day.</p> <p>Based upon behavior checklists, by September 30, 2019, at least 85% of SNAP eligibles who participate in SNAP-Ed lessons statewide will report usually/always following USDA recommendations for food safety.</p> <p>Based upon behavior checklists, by September 30, 2019, at least 65% of SNAP eligibles who participate in SNAP-Ed lessons statewide will report usually/always being physically active for at least 30 minutes 5 days per week. (CBH only)</p> <p>Based upon behavior checklists, by September 30, 2019, at least 70% of SNAP eligible who participate in SNAP-Ed lessons statewide will report usually/always having 3 family meals together per week. (CFM only)</p> <p>Based upon behavior checklists, by September 30, 2019, 30% of Create Farm Fresh Food participants will report an increase in shopping at the farmers' market. (CFFF only)</p>	Adults & Families	Outcome Evaluation
Youth Direct Education: Create MyPlate & Food, Fun & Reading	<p>Based upon parent survey, by September 30, 2019, at least 65% of parents will report that youth who participated in SNAP-Ed classes usually/always request fruits and vegetables.</p> <p>Based upon parent survey, by September 30, 2019, at least 65% of parents will report usually/always using MyPlate to make food choices.</p> <p>Based upon parent survey, by September 30, 2019, at least 65% of parents will report that youth who participated in SNAP-Ed classes usually/always properly wash their hands prior to preparing and eating food.</p> <p>Based upon parent survey, by September 30, 2019, at least 65% of parents will report that youth who participated in SNAP-Ed classes usually/always participate in 60 minutes of physical activity most days.</p>	Youth (Preschool-6th grade)	Outcome Evaluation

PSE: Thumbs Up for Healthy Choices-Retail Settings	Based on SNAP-Ed PSE evaluation and reporting, by September 30, 2019, at least 4-5 small retail settings that accept SNAP benefits will implement the Thumbs Up for Healthy Choices program. Using an environmental scan these stores will show an increase from baseline to follow-up on the number of strategies in place to improve consumers' access and appeal of healthy options.	SNAP-Ed Eligible Retail Customers	Outcome Evaluation
PSE: Thumbs Up for Healthy Choices-Food Pantries	Based on SNAP-Ed PSE evaluation and reporting, by September 30, 2019 at least twenty-five food pantries will fully implement the Thumbs Up for Healthy Choices project, increasing the visibility of healthy options to pantry clients. Based on scores from the Healthy Food Pantry Assessment Toolkit, by September 30, 2019, at least 75% of pantries working with SNAP-Ed will increase their environmental scan score by at least two points between baseline and follow-up assessment.	Food Pantry Clients	Outcome Evaluation
PSE: Smarter Lunchrooms Movement	By September 30, 2019, SNAP-Ed will lead the implementation of Smarter Lunchrooms in at least 4 eligible schools. These schools will increase their Smarter Lunchrooms score by at least 5 points from baseline to follow-up assessment indicating improvements in the availability, visibility, and appeal of healthy options throughout the cafeteria.	Youth (Grades K-12)	Outcome Evaluation
Youth Direct Education & PSE: Harvest of the Month	By September 30, 2019 at least 4 schools in two districts will have received at least 6 Harvest of the Month lessons provide by SNAP-Ed educators. By September 30, 2019 at least 50% of the schools that received Harvest of the Month education will have adopted one environmental change that improves students access to fruits and vegetables.	Youth (Grades K-5)	Formative Evaluation
PSE: Utah Breakfast Expansion Team (UBET)	Based upon the Food Research Action Center report, by September 30, 2019 Utah's participation in the school breakfast program will increase by at least 5%.	Youth (Grades K-12)	No evaluation conducted in FY2019
Indirect Education: Farmers' Market Nutrition Education Booths	Based on SNAP-Ed reporting, by September 30, 2019 SNAP-Ed in Utah will provide nutrition education at 15 farmers' markets that accept Electronic Benefit Transfer (EBT) cards.	Farmers Market Patrons	No evaluation conducted in FY2019
Hunger Solutions Institute (HSI)	By October 2018, Utah SNAP-Ed and its partners will have established a Campus Kitchen in Cache County. By October 2018, Utah SNAP-Ed will have the first hunger course established at USU. By January 2019, Utah SNAP-Ed will publish the results of its USU Student Food Security Survey. By January 2019, Utah SNAP-Ed will have an official proposal for the USU Hunger Solutions Institute approved by the USHE Board of Regents. By February 2019, Utah SNAP-Ed will complete its proposal for a hunger studies minor at Utah State University.	Partners & Coalitions	Formative Evaluation

Social Marketing Campaign: Create Better Health	By September 30, 2019, Utah SNAP-Ed will launch at least 2 social marketing campaigns reaching a total of at least 1.5 million media impressions aimed at increasing the awareness of the importance of and benefits associated with family mealtimes, physical activity, and healthy food choices among SNAP-Ed eligible families reached.	SNAP-Ed eligible adults & families	Formative Evaluation
Social Marketing Campaign: Create Family Mealtime	By September 30, 2019, Utah SNAP-Ed will launch at least 2 social marketing campaigns reaching a total of at least 1.5 million media impressions aimed at increasing the awareness of the importance of and benefits associated with family mealtimes, physical activity, and healthy food choices among SNAP-Ed eligible families reached.	SNAP-Ed eligible adults & families	Formative Evaluation
Indirect Education: Utah Food Sense Social Media	Based on SNAP-Ed Social Media effort reporting, by September 30, 2019, at least 10% growth in online reach.	SNAP-Ed eligible adults & youth	No evaluation conducted in FY2019

Planned Improvements for FY2020

Project	Planned Improvement(s)
Adult Direct Education	<ul style="list-style-type: none"> Outcomes of education are positive, but participant retention needs improving. Assist educators in identifying partners who work with the same target population and value offering at least 6 lesson series to their clients. Pilot an online Create Better Health series that participants can access at their convenience. Change data input strategy to allow for matching of pre and post surveys.
Youth Direct Education	<ul style="list-style-type: none"> Increase response rate for parents by developing paper copies of the surveys for parents present at the classes. Increase visibility of letter home requesting parents to complete the survey. Work with teachers/school administrators to send survey link home to parents in an email with a direct link to the online survey.
PSE: Thumbs Up for Healthy Choices in Food Pantries	<ul style="list-style-type: none"> Identify strategies to improve the sustainability of Thumbs Up by pantries themselves to allow SNAP-Ed to work with new pantries. Increase the number of strategies that increase the availability of healthy foods in pantries (including Buy Produce for Your Neighbor food drives), not just the visibility and appeal of items already there.
PSE: Thumbs Up for Healthy Choices in Retail Settings	<ul style="list-style-type: none"> Expand Thumbs Up in retail settings through increasing implementation partnerships throughout the state (i.e. Utah Department of Health) Increase statewide training on identifying and recruiting program champions including store management and community partners to improve success and sustainability of retail work.
PSE: Smarter Lunchrooms Movement	<ul style="list-style-type: none"> Increase the self-efficacy of SNAP-Ed educators to work with SLM through additional trainings. Increase the number of schools participating in SLM.

Direct Education & PSE: Harvest of the Month	<ul style="list-style-type: none"> • SNAP-Ed will not work with HOTM during FY 2020 due to lack of support for the PSE changes to support SNAP-Ed direct education. • Identify additional farm to school partners to assist with the PSE component of HOTM in the future.
Hunger Solutions Institute	<ul style="list-style-type: none"> • Development of USU food security resources. • Food insecurity on campus study. • Coordinate with University President and Student Services Vice President to provide and initiate services to food insecure students (possibly hiring someone for oversight). • Continue to coordinate with agencies and partners to solve local hunger and food insecurity issues.
Utah Breakfast Expansion Team (UBET)	<ul style="list-style-type: none"> • Continue to work with UBET coalition to improve participation rates in the school breakfast program. • Continue to pursue policy changes to increase the number of schools required to offer breakfast. Focus efforts on SNAP-Ed eligible schools to reach most vulnerable students.
Indirect Education: Farmers Market Nutrition Education Booths	<ul style="list-style-type: none"> • Indirect booths will more directly support Create Healthy Pantries PSE efforts through local produce food drives. • Booths will also support the Eat Fresh, Buy Local social marketing campaign.
Social Marketing Campaign: Create Better Health	<ul style="list-style-type: none"> • The campaign will focus on improving physical activity behaviors. • Messaging and branding will be field tested through interviews or focus groups to ensure an audience-driven campaign.
Social Marketing Campaign: Eat Fresh, Buy Local	<ul style="list-style-type: none"> • The campaign will be adapted according to recommendations of the best practices guide created by the Utah Farmers Market Promotion Program grant team. • The campaign will expand statewide in order to reach a larger number of the SNAP recipient target audience.
Social Marketing Campaign: Create Family Mealtime	<ul style="list-style-type: none"> • None (project discontinued)
Indirect Education: Create Better Health Utah Social Media	<ul style="list-style-type: none"> • Audience engagement is crucial for retention. Social media ambassadors will engage with readers regularly (via interactive questions and mini-surveys) to better reach participants and improve retention. • Where there were two separate Social Media accounts, Food \$ense Utah and Eat Well Utah, there is now one single identity, Create Better Health. This singular channel will allow the ambassadors to coordinate their messages and avoid duplication of effort and reporting. • Online readers will be invited to participate in a variety of mini-process-surveys to help ambassadors better meet audience needs. These mini-evaluations will ask readers what they want to learn and what barriers they face to achieve better health. Ambassadors will adjust messaging to these needs. • The development and introduction of Captain Create will provide a new online education tool for youth participants and parents with young children.

Staff/Partner Trainings

Staff Trainings

Monthly Staff Meetings – Program and policy updates

- 1st & 3rd Monday of the month- Complete statewide staff
- 2nd Monday of the month - SNAP-Ed county supervisors

Monthly In-service Training- Professional development

- 4th Wednesday of the month- Complete statewide staff

Regional Trainings - Paraprofessional development

- 1-2 x annually – Frontline educators

Annual Conference-Annual updates

- 1 x annually- Complete statewide staff

New Hire Training- Onboarding for frontline educators & supervisors

- Ongoing annually

National Nutrition Certification Program (NNCP) (developed and maintained by Utah SNAP-Ed)

- 1,050 individuals enrolled
- 13 agencies trained
- See appendix B for additional details

Conference Proceedings

Posters

Savoie-Roskos, M., Coombs, C., Bingeman, B., Rowley, L., Christensen, D., & LeBlanc H. (2019). Evaluating the Effectiveness of an Interactive and Engaging Nutrition Education Curriculum for Children, Society of Nutrition Education and Behavior Annual Conference, Orlando, FL.

Presentations

Savoie-Roskos, M. (2019). Contributors to Hunger and Food Insecurity Worldwide, SNAP-Ed (Food \$ense) Training, Logan, UT.

Hendrickson, J., Gunnell, J., LeBlanc, H., & Savoie-Roskos, M. (2019). Create Farm Fresh Gardens with Food \$ense and USU Master Gardeners, Northern and Southern Region Extension Faculty Meetings, UT.

Savoie-Roskos, M. Fung, W., deChant, D., England, J., & Wright, L. (2019). Towards Community Food Security: Lessons Learned from Food Policy Councils in Florida, Society for Nutrition Education and Behavior, Orlando, GL.

Hendrickson, J., Savoie Roskos, M., & LeBlanc, H. (2019). Food Insecurity Among College Students at a Western University. Universities Fighting World Hunger Summit, Portland, ME.

Journal Publications

Published

Coombs, C., Savoie-Roskos, M. & Elnakib, S. (2019) Engaging Students Through Service-Learning Opportunities in Public Health. *Journal of Nutrition Education and Behavior*, 51(10), 1137.

Savoie Roskos, M., Coombs, C., Neid-Avila, J., Chipman, J., Nelson, S., Rowley, L., & LeBlanc, H. R. (2019). Create Better Health: A Practical Approach to Improving Cooking Skills and Food Security Among SNAP-Ed Participants. *Journal of Nutrition Education and Behavior*, (51)1.

Kirkpatrick, S., Guenther, P., Douglass, D., Subar, A., Zimmerman, T., Kahle, L., Atoloye, A., Marcinow, M., Savoie Roskos, M., Dodd, K., & Durward, C. (2019). The provision of assistance does not substantially impact the accuracy of 24-hour dietary recalls completed using the Automated Self-Administered 24-hour Dietary Assessment Tool among women with low incomes. *Journal of Nutrition*, 149(1), 114-122.

Coombs, C., Savoie-Roskos, M., Fitzgerald, N., & Wolf, T. (2019). Public Health Nutrition: Research into Practice. *Journal of Nutrition Education and Behavior*, 51(2), 127.

Thompson, L., Savoie-Roskos, M., Farris, A., Riggsbee, K., & Wiggins, S. (2019). Addressing the Issue of Food Insecurity on College Campuses. *Journal of Nutrition Education and Behavior*, 51(5) 517.

Durward, C., Savoie Roskos, M., Jewkes, M., Riggs, K., Roberts, A., & LeBlanc, H. R. (2019). Double Up Food Bucks Participation is Associated with Increased Fruit and Vegetable Consumption and Food Security Among Low-Income Adults. *Journal of Nutrition Education and Behavior*, 51(3), 342-347.

Accepted

Coombs, C., Savoie-Roskos, M., LeBlanc, H., Gast, J., & Hendrickson, J. Understanding Food Pantry Users' Perception of Healthy Food Access in Pantries. *Journal of the National Extension Association of Family and Consumer Sciences*.

Garner, J., Coombs, C., Savoie-Roskos, M., Durward, C., & Sequin, R. A Qualitative, Multi-State Analysis of the Double Up Food Bucks (DUFBS) Farmers Market Incentive Program for SNAP Users. *Journal of Nutrition Education and Behavior*.

Coombs, C., Savoie Roskos, M., LeBlanc, H., Gast, J., & Hendrickson, J. Nudging Urban Food Pantry Users in Utah Toward Healthier Choices. *Health Promotion Practice*.

Curriculum Development

Create MyPlate Youth Curriculum Update (K-3rd grade)

Awards

Award	Project	Awarding Association
Marketing Package Award: 1st Place Western Region	Create an Active Winter	National Extension Association of Family and Consumer Sciences (NEAFCS)
SNAP-Ed/EFNEP Educational Program Award (1st Place Western Region)	Create an Active Winter	NEAFCS
Marketing Package Award (1st Place State Winner)	Create an Active Winter	Utah Extension Association of Family & Consumer Sciences (UEAFCS)
Marketing/Public Relations Team Award (1st Place State Winner)	Create an Active Winter	UEAFCS

SNAP-ED ANNUAL REPORT SUMMARY FOR OUTCOME AND IMPACT EVALUATION



COMPREHENSIVE PROGRAMMING MAP



7 EVALUATION REPORTS

Adult Direct Education

Create Better Health and Create Family Meals curriculum

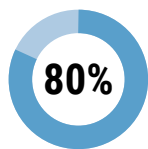
DIRECT
EDUCATION

PROJECT GOALS

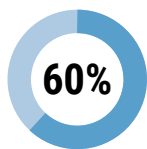
As a result of participating in Utah SNAP-Ed's adult education series, SNAP target audiences will increase food security and make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and USDA's MyPlate. These choices will decrease the likelihood of developing obesity and other chronic diseases.

RELATED STATE OBJECTIVES

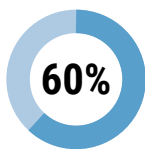
Based upon behavior checklists, by September 30, 2019, at least...



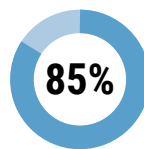
of SNAP eligibles who participate in SNAP-Ed lessons statewide will report usually/always having enough food to last through the end of the month



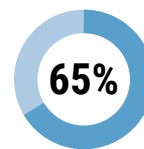
of SNAP eligibles who participate in SNAP-Ed lessons statewide will report usually/always using MyPlate and nutrition fact labels to make food choices



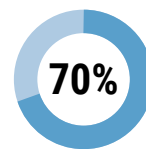
of SNAP eligibles who participate in SNAP-Ed lessons statewide will report usually/always consuming at least 2 cups of fruit and 2 ½ cups of vegetables each day



of SNAP eligibles who participate in SNAP-Ed lessons statewide will report usually/always following USDA recommendations for food safety



of SNAP eligibles who participate in SNAP-Ed lessons statewide will report usually/always being physically active for at least 30 minutes 5 days per week (CBH only)



of SNAP eligible who participate in SNAP-Ed lessons statewide will report usually/always having 3 family meals together per week (CFM only)

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

MT1-MT4 LT1-LT4

EVALUATION DESIGN

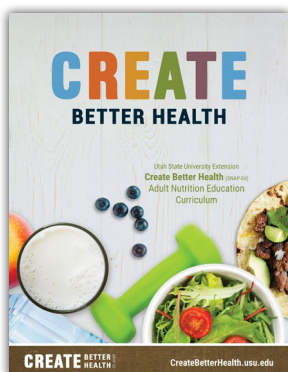
Two outcome evaluations were conducted during different points in time with adult participants to assess changes in skills and behaviors.

Outcome evaluation data was collected using a pre-post survey model for series participants. Participants were asked a series of questions about nutrition, food resource management and physical activity related behaviors prior to and after

participating in Create Better Health (CBH) or Create Family Meals (CFM) classes. Additional data was also collected from series participants who agreed to participate in a 6-month follow-up survey regarding behaviors changed since participating in CBH or CFM classes.

Evaluation participants

All adult participants of CBH or CFM series were asked to complete a pre-survey during the first class in a series and a post-survey in the last class. A short qualitative survey was distributed to all participants during classes in the middle of a series (classes 2-7).



Create Better Health

941 participants completed the pre-survey

604 participants completed the post-survey



Create Family Meals

88 participants completed the pre-survey

47 participants completed the post-survey

Unit of assignment

This was a non-experimental study design. All participants were asked to complete the same survey. Participants in a series acted as their own comparison unit by collecting the same data at two points in the intervention.

Group assignment

N/A

Unit retention

Pre and post surveys were not matched.

CREATE BETTER HEALTH

A lady who has been attending 4-week [Create Better Health] series...told me that since she has attended the Food \$ense class, she had lost 12 pounds by following MyPlate recommendations.

- CBH Ambassador, Utah County

OUTCOME AND IMPACT MEASURES

Outcome measures collected with a pre-post survey design during each Create Better Health series of 4-8 lessons. Participants were asked to report on their skills and behaviors in the following areas prior to and after participating in Create Better Health classes:

- Stretch food dollars so there is enough food to last through the month.
- Eat 1-2 cups of fresh, frozen or canned fruit each day (not including fruit juice).
- Eat 2-3 cups of fresh, frozen or canned vegetables each day.
- Choose a variety of foods based on MyPlate recommendations.
- Adjust meals to use foods that are on sale or already in my refrigerator or pantry.
- Follow USDA food safety recommendations.
- Choose to be physically active for at least 30 minutes, 5 days a week. (CBH only)
- Read nutrition facts labels to make food choices. (CBH only)
- Shop with a grocery list (CBH only)
- Eat meals as a family at least three times a week. (CFM only)
- Prepare meals at home at least three times a week. (CFM only)

CREATE FAMILY MEALS

"I eat smaller portions, I have vegetables and fruit with my meals."

- CFM participant, Salt Lake County

DATA COLLECTION

- Pre- surveys were collected in the first class of CBH or CFM series.
- Mid-series surveys were collected in classes that occurred in the middle of a series (classes 2-7).
- Post-surveys were collected in the last class of a series.
- 6-month follow-up surveys were collected 6-months after completion of a series.
- All data is self-reported.

Create Better Health Curriculum (CBH) Demographics

Gender	Pre (n=912)	Post (n=604)
Female	715	471
Male	159	69
No Response	67	44

Age		
18-59 years	709	426
60+ years	223	161
No Response	9	17

Ethnicity		
Hispanic	258	177
Non-Hispanic	597	353
No Response	86	74

Primary race		
American Indian or Alaska Native	31	15
Asian	0	0
Black/African American	3	3
Native Hawaiian or Other Pacific Islander	2	1
White	391	183
No Response	514	402

Create Family Meals Curriculum (CFM) Demographics

Gender	Pre (n=88)	Post (n=47)
Female	64	36
Male	24	10
No Response	0	1

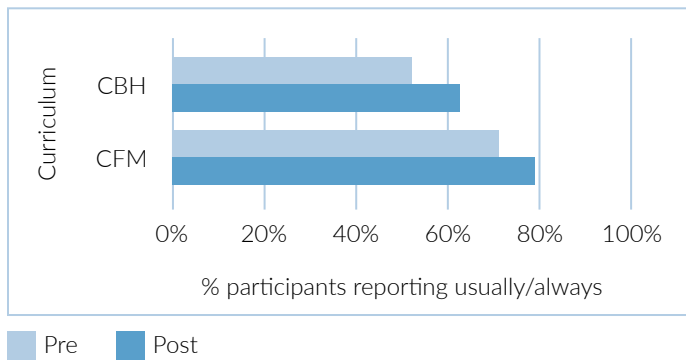
Age		
18-59 years	80	45
60+ years	8	2
No Response	0	0

Ethnicity		
Hispanic	22	18
Non-Hispanic	65	28
No Response	1	1

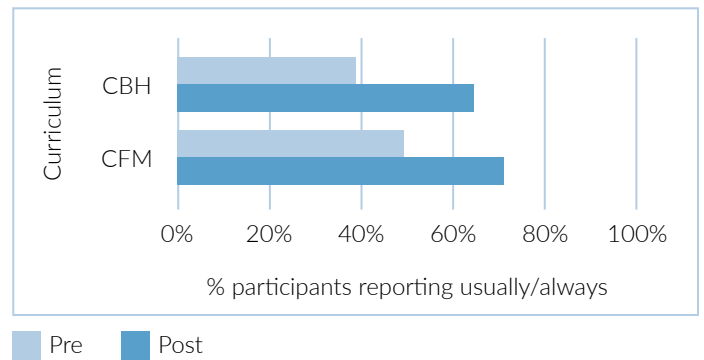
Primary race		
American Indian or Alaska Native	4	3
Asian	0	0
Black/African American	5	2
Native Hawaiian or Other Pacific Islander	1	0
White	26	12
No Response	52	35

RESULTS

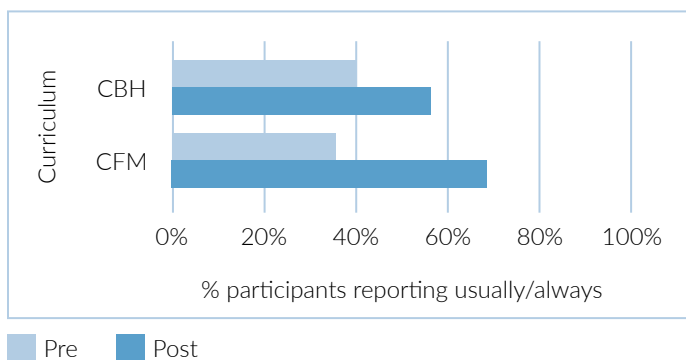
Stretch Food Dollars to Last the Month



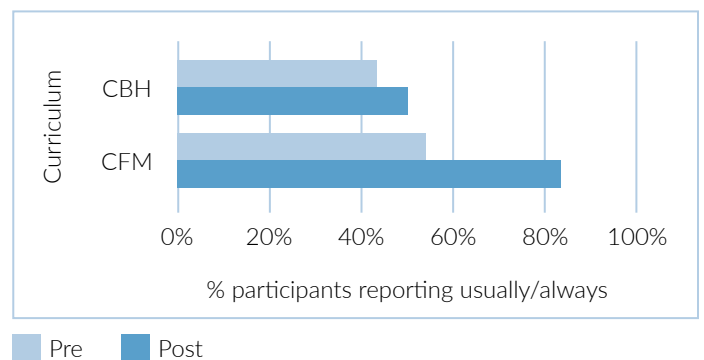
Choose Foods Based on MyPlate Recommendations



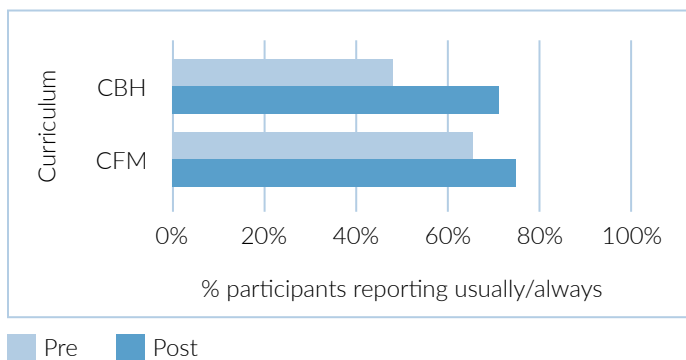
Consume At Least 1-2 Cups of Fruit Daily



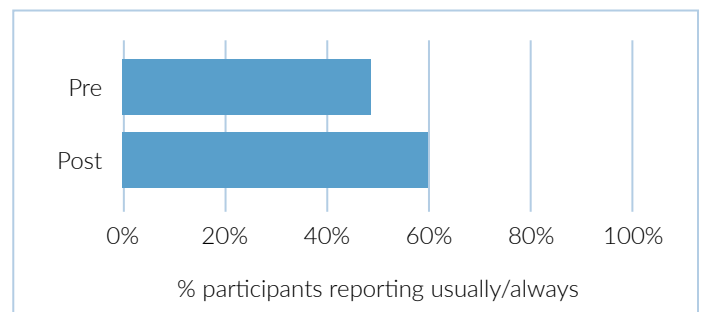
Consume At Least 2-3 Cups of Vegetables Daily



Follow USDA Food Safety Recommendations



Physically Active for At Least 30 Min., 5 Days a Week



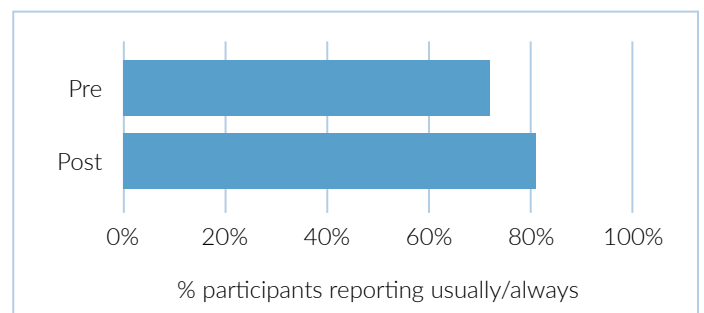
CBH Only

CREATE FAMILY MEALS

“One of the participants was so happy she didn’t poison her family with some of the wrong cooking habits she has had. Another participant used to leave the frozen meat on the sink to defrost for over 8 hours, all night! She was very happy we taught the safest methods to thaw frozen meat.”

- CBH Ambassador, Cache County

Eat Meals as a Family At Least 3 Days Per Week



CFM only



CREATE BETTER HEALTH

One participant stated, "When I go shopping, I'm a lot more self-conscious." When asked to elaborate, he explained that now when he buys foods he thinks about what it is he's eating and it encourages him to make healthier choices. Instead of simply making a dish like spaghetti, he now thinks what can he add or change to make it healthier, such as zucchini or yellow summer squash.

- CBH Ambassador, Cache County

Description of how results will be used

Data will be used to improve education, assist in identifying training needs, and to collect needs assessments for participants. Data is also used for publication to build the evidence base for Utah's unique Create Better Health and Create Family Meals curricula.

CREATE BETTER HEALTH

"The other day there was all of this extra money in my checking account that I'm not used to and I was sure it was a mistake. But it's just because my husband has been using those [Create Better Health] handouts and things he's found in our pantry or fridge to make dinner every night."

- CBH participant, Davis County

POINT OF CONTACT

Heidi LeBlanc & Casey Coombs

RELEVANT JOURNAL REFERENCES

Savoie Roskos, M., Coombs, C., Neid-Avila, J., Chipman, J., Nelson, S., Rowley, L., & LeBlanc, H. R. (2019). Create Better Health: A Practical Approach to Improving Cooking Skills and Food Security Among SNAP-Ed Participants. *Journal of Nutrition Education and Behavior*, (51)1.

Create Farm Fresh Food

DIRECT
EDUCATION

PROJECT GOALS

The goal of Create Farm Fresh Food is to increase SNAP participants' use of local farmers' market and fruit and vegetable consumption.

RELATED STATE OBJECTIVES

Based upon behavior checklists, by September 30, 2019, at least...

60%

of SNAP eligibles who participate in SNAP-Ed lessons statewide will report usually/always consuming at least 2 cups of fruit and 2 ½ cups of vegetables each day

30%

of Create Farm Fresh Food participants will report an increase in shopping at the farmers' market

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

MT1 MT2

EVALUATION DESIGN

Outcome evaluation was conducted through a survey distributed during each Create Farm Fresh Food class.

Evaluation participants

All participants in Create Farm Fresh Food classes were asked to complete a voluntary survey during each class in a series.

Unit of Assignment

This was a non-experimental study design. Participants in a series acted as their own comparison unit by collecting the same data throughout a series.

Group Assignment

N/A

Unit Retention

N/A



"A participant told her granddaughter about the fruit and vegetable lesson and about the Farmers Markets. She had a chance to make the recipe for her granddaughter and she loved it. She said she felt like she was a role model for her granddaughter. The participant not only learned about nutrition but also had a wonderful sharing experience with her granddaughter."

- CBH Ambassador, Salt Lake County

OUTCOME AND IMPACT MEASURES

Outcome measures collected included

- Reported intake over the past week of the following items (collected using BRFSS fruit and vegetable module)
 - 100% PURE fruit juice
 - Fresh, frozen, or canned fruit
 - Cooked or canned beans
 - Dark green vegetables
 - Orange-colored vegetables
 - "Other" vegetables, i.e. tomatoes, eggplant, peas, lettuce, cabbage, etc.
- Farmers' market shopping frequency
- Barriers to shopping at farmers' market
- Means of purchasing at farmers' market (ie: EBT, DUFB, cash, etc)
- Use of Double Up Food Bucks incentive program
- Tasting, purchasing, preparing new produce

DATA COLLECTION

Outcome measures were collected at the end of the each Create Farm Fresh Food class. Participants had the option to complete the survey regardless of how many classes in the series they attended.

Create Farm Fresh Food Respondent Demographics (n=91)

Gender	
Female	72
Male	16
No Response	3

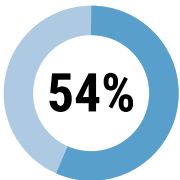
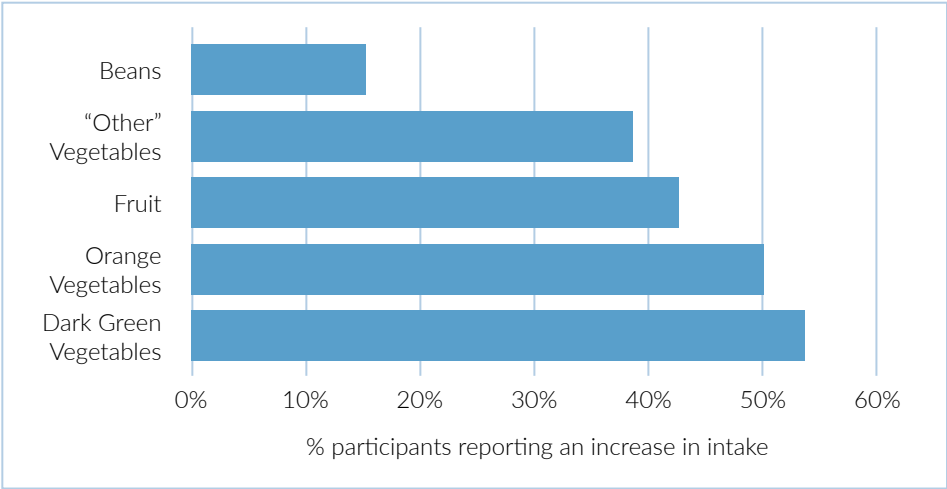
Age	
18-34 years	12
35-59 years	18
60+ years	59
No Response	1

Ethnicity	
Hispanic	6
Non-Hispanic	69
No Response	16

Primary race	
American Indian or Alaska Native	2
Asian	3
Black/African American	1
Native Hawaiian or Other Pacific Islander	1
White	84
No Response	0

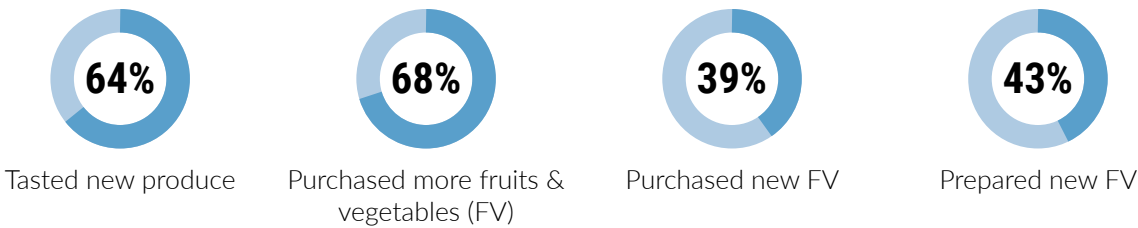
RESULTS

Increases in Fruit & Vegetable Intake During CFFF Series



of participants who attended >1 CFFF class reported an increase in shopping at farmers markets

As a result of Create Farm Fresh Food, participants who participated in >1 CFFF class reported:



Description of how results will be used

Data will be used to improve education, assist in identifying training needs, and to collect needs assessments for participants. Data is also used for publication to build the evidence base for Utah’s unique Create Farm Fresh Food curriculum.

“One success story this couple shared with us was their experience with meal planning. After learning [about meal planning] we challenged the families to make a meal plan off their budget and then go to the store only once to purchase food for their meal plan. The next week one couple came back to excitedly report that they were able to do this successfully. To go a whole week with only one shopping trip was a big success for them and something they have not been able to do before. They mentioned that they saved money and ate healthier. The couple also reported that since taking the Create Farm Fresh classes they shopped at the farmers’ market more, increased their fruit and vegetable intake, and improved their knowledge of nutrition and health principles.”

- CBH ambassador, Davis County

POINT OF CONTACT

Heidi LeBlanc and Casey Coombs

RELEVANT JOURNAL REFERENCES

There are not journal articles associated with this data.

Youth Direct Education

Create MyPlate and Food, Fun & Reading

**DIRECT
EDUCATION**

PROJECT GOALS

As a result of participating in Utah SNAP-Ed's Create MyPlate and Food, Fun & Reading (FFR) classes, youth participants will practice good hand washing techniques, make healthy food choices and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and USDA's MyPlate reducing their risk of developing obesity and related chronic diseases.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

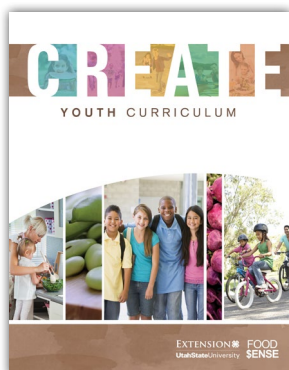
MT1 MT2 MT3

EVALUATION DESIGN

Impact evaluation data is collected from the parents/guardians of youth who participated in a Create MyPlate or Food, Fun & Reading series.

Evaluation participants

A link to a parent/guardian survey is sent home with all youth who participated in SNAP-Ed youth series.



Create MyPlate

11,637 youth participants

196 parent/guardian
survey respondents



Food, Fun & Reading

1,676 youth participants

117 parent/guardian
survey respondents

Unit of assignment

This was a non-experimental study design. Parents/guardians of all youth participants were asked to complete the same survey. There were no control or comparison groups.

Group assignment

N/A

Unit retention

N/A



OUTCOME AND IMPACT MEASURES

Impact measures collected through a parent/guardian survey after youth complete a series of Create MyPlate or Food Fun & Reading classes. Parents/guardians of Create MyPlate participants are asked to report how frequently their child participates in the following behavior since completing the series. Response options are never, seldom, sometimes, usually, always.

- Washes his/her hands prior to preparing and eating food.
- Participates in at least 60 minutes of physical activity daily.
- Request fruits, vegetables, whole grains, lean proteins, low-fat dairy.

Parents/guardians are also asked to report how frequency they participate in the following behavior since their child completed a Create MyPlate series:

- Create meals for his/her family using a variety of foods based on MyPlate recommendations
- Provide fruits, vegetables, whole grains, lean protein, and low-fat dairy for his/her family

Parents/guardians of youth participating in Food, Fun & Reading series are asked to report changes in the frequency of his/her child engaging in the following behaviors:

- Talking about healthy foods.
- Eating fruits, vegetables, whole grains, lean proteins, and low-fat dairy.
- The parent prepares healthy foods for his/her family.

After a class a mother approached me and told me her 6 year old daughter was learning so much about nutrition in these classes. She told me a few days prior, her daughter had a few friends over to play. For snack they made popcorn and she overheard her daughter telling her friends, "Did you know popcorn is a "full" grain? That means it has lots of health for your body". Her mom was so happy to hear her excited and sharing her whole grain knowledge with her friends and helping to teach them the importance of healthy eating."

- CBH ambassador, Kane County

DATA COLLECTION

- A series completion letter is sent home with youth at the end of a Create MyPlate or Food, Fun & Reading series. Parents can voluntarily follow the link to complete the survey.
- All data is self-reported.

RESULTS

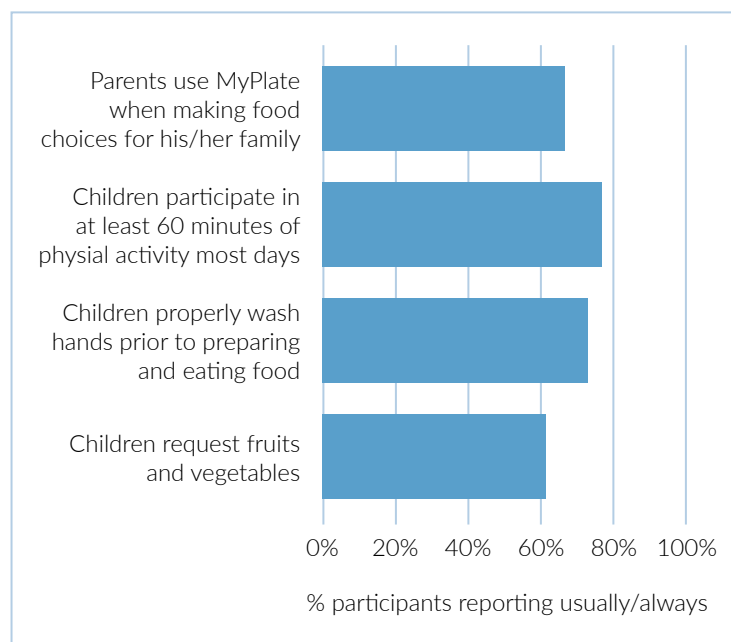
Create MyPlate Parent Survey (n=189)

Reported Grade	# of parent/guardian responses
Preschool	11
K-2nd grade	90
3rd-5th grade	76
6th- 9th grade	12
Total	189

"I need this [smoothie] recipe to make at home. I will have to tell my mom now I like spinach."

- CMP participant, Beaver County

After participating in a Create MyPlate series...



Demographics of youth whose parents responded to Food, Fun & Reading Parent Survey (n=117)

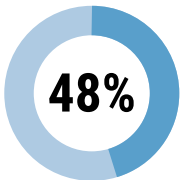
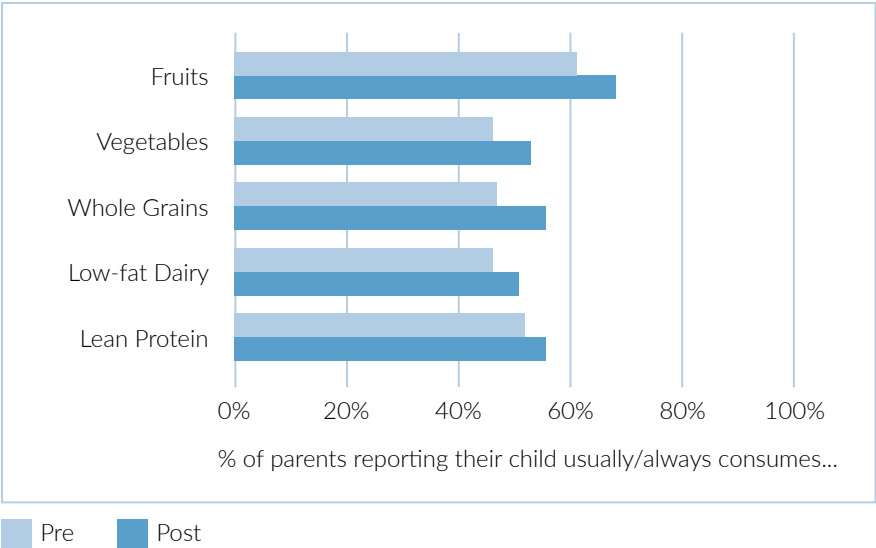
Youth Gender	
Female	46
Male	43
No Response	28

Youth Age	
Less than 3 years	9
3-5	54
6+	28
No Response	26

Youth Ethnicity	
Hispanic	8
Non-Hispanic	83
No Response	26

Youth Primary race	
American Indian or Alaska Native	0
Asian	4
Black/African American	0
Native Hawaiian or Other Pacific Islander	2
White	83
No Response	28

Food, Fun & Reading Participants' Intake of MyPlate Food Groups



of parents reported their child talked about healthy foods more frequently after participating in Food, Fun & Reading classes



Description of how results will be used

Data will be used to improve education, assist in identifying training needs, and to collect needs assessments for participants. Data may also be used for publication to support the efficacy of the Create MyPlate and Food, Fun & Reading curriculum.

POINT OF CONTACT

Heidi LeBlanc, Darlene Christensen and Casey Coombs

RELEVANT JOURNAL REFERENCES

There are no journal articles in progress.

Thumbs Up for Healthy Choices in Food Pantries

POLICY,
SYSTEMS,
ENVIRONMENT
(PSE)

PROJECT GOALS

The overall goal of the Thumbs Up for Healthy Choices program is to improve the availability, visibility and appeal of healthy options in food pantries. Increased visibility and appeal will result in increased selection of targeted items by food pantry users. Items promoted by the Thumbs Up program are low in sodium, added sugar, saturated and trans fats, as well as high in vitamins, minerals and fiber.

RELATED STATE OBJECTIVES

25

Based on SNAP-Ed PSE evaluation and reporting, by September 30, 2019 at least **twenty-five food pantries** will fully implement the Thumbs Up for Healthy Choices project, increasing the visibility of healthy options to pantry clients.

75%

Based on scores from the Healthy Food Pantry Assessment Toolkit, by September 30, 2019, at least **75% of pantries** working with SNAP-Ed will increase their environmental scan score by at least two points between baseline and follow-up assessment.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

ST5 MT5 LT12

EVALUATION DESIGN

Evaluation participants

Individual food pantry users were surveyed during FY 2017. Please refer to the 2017 Utah SNAP-Ed annual report for findings from impact and effectiveness at the individual level for this project or the relevant journal articles section below.

During 2019, PSE changes in targeted food pantries were tracked using an adapted version of the Healthy Food Pantry Assessment Tool (HFPAT). PSE changes were measured in the 21 food pantries that worked with SNAP-Ed.

Unit of Assignment

Each food pantry served as their own comparison group. Baseline scores for the healthy food environment were collected at the beginning of the fiscal year or beginning of work with the pantry. A follow-up assessment was conducted at the end of the fiscal year. The goal was to see an improvement in the score indicating that healthy food choices were easier to make as a result of PSE changes. PSE changes not included on the assessment were also tracked and reported.

Group Assignment

N/A

Unit Retention

19/21 (90%) food pantries worked with SNAP-Ed through the end of the fiscal year. Many of the same pantries will continue to make PSE changes with the support of SNAP-Ed during FY 2020.

I do recipe bags each month for the Food Banks in our county. Usually, they are gone when I go back the next month. But one month I went back and the recipe from the time before using whole wheat pasta had not been taken. I talked to the pantry manager and she told me that people “just never take that pasta- they don’t like it”. I asked her if we could try rearranging a couple of things in the pantry and see if the pasta was put in a more convenient location if people would take it. I switched the spots of the white pasta with the whole wheat pasta (which was in the corner), and put it where the white pasta had been in the center, eye level. The next month I went back and the whole wheat pasta and all of the recipe bags had been taken by the participants at the pantry!”

- CBH Ambassador, Beaver County (Beaver, Kailey Roberts)

OUTCOME AND IMPACT MEASURES

During FY 2019, Thumbs Up outcomes were measured by observing and tracking PSE changes implemented at the food pantries. Changes of interest included product availability, placement and promotion strategies that made healthier choices easier to make in pantries.

Changes were tracked using an adapted version of the Healthy Food Pantry Assessment Tool (HFPPAT)

DATA COLLECTION

PSE changes were tracked throughout the fiscal year by SNAP-Educators working in the individual pantries. The assessment tool was used at two points during the year to collect a baseline score and follow-up score. Baseline scores were collected at the beginning of the fiscal year or when the pantry began to work with SNAP-Ed. A follow-up score was collected at the end of the fiscal year or when the pantry stopped working with SNAP-Ed. In addition to the assessment tool score, observational data was collected throughout the year to report PSE changes adopted by each food pantry that were not captured by the assessment tool.

RESULTS

- Pantries assisted with SNAP-Ed efforts: 21 pantries.
- 17 had baseline assessment, 12 had follow-up assessment.
 - 8/12 (75% of pantries that had a baseline & follow-up score) had improvement in score.
- Estimated reach: over 34,000* pantry users reached in FY2019.
 - *reach estimated through pantry reports and visual estimates of nutrition education assistants implementing the program.

Top Systems Changes Adopted

- Initiated, improved or expanded use of standardized, healthy recipes. (5 pantries)
- Include fresh produce in food pantry offerings. (4 pantries)
- Change in food donation or purchasing specifications toward healthier foods. (3 pantries)
- Foods from each food group are available. (2 pantries)

Top Environmental Changes Adopted

- Pantry implemented the Thumbs Up for Healthy Choices nudge program that uses shelf labels to identify healthy selections. (18 pantries)
- Increased shelf space, amount or variety of healthy options. (4 pantries)
- Improved appeal, layout and or display of food to encourage healthy and discourage unhealthy selections. (2 pantries)



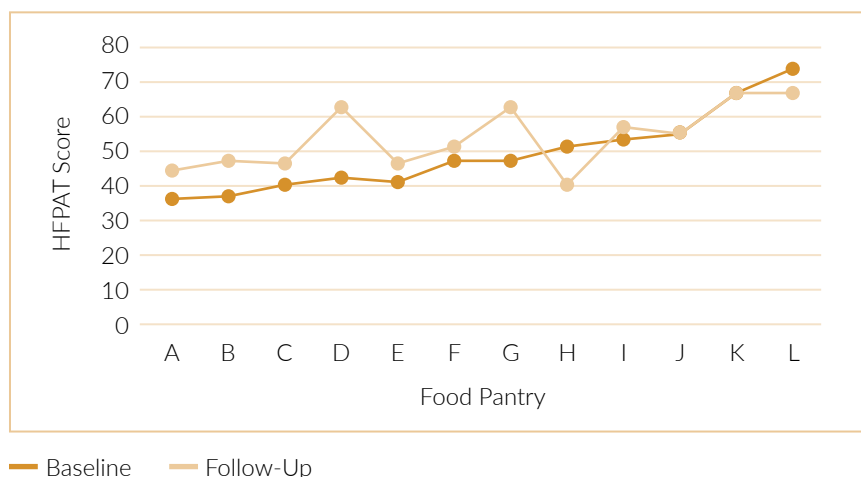
Top Promotional Strategies

- Increased awareness of PSE change by the target audience. (9 pantries)
- Used interactive educational display (that will stay at the site), other visual displays, posters, taste testing, live demonstrations, audiovisuals, celebrities, etc. to prompt healthy behavior choices close to the point of decision. (6)
- Display of nutrition related signage that directly supports PSE change in highly visible area. (3 pantries)

Healthy Food Pantry Assessment Tool score changes

- 17 baseline scores
- 12 follow-up scores
- 75% (8 pantries) improved their score

Changes in HFPAT Scores FY2019



“The Beaver Care and Share recently got a new pantry manager. When I went to talk to her to explain what Food Sense she was really excited that we did programs like our thumbs up program in the food bank. She told me “This is exactly what people need.”

- CBH ambassador, Beaver County

Description of how evaluation results will be used

Evaluation results will be used to identify additional PSE strategies that could be implemented statewide to continue to improve the availability, visibility and appeal of healthy foods in food pantry settings. Evaluation results from individual pantries are used to identify strengths and weaknesses of each pantry and determine a plan for improvements.

RELEVANT JOURNAL REFERENCES

Coombs, C., Savoie Roskos, M., LeBlanc, H. R., Gast, J. A., & Hendrickson, J. (Accepted). Understanding Food Pantry Users' Perception of Healthy Food Access in Pantries. *Journal of the National Extension Association of Family and Consumer Sciences*.

Coombs, C., Savoie Roskos, M., LeBlanc, H. R., Gast, J. A., & Hendrickson, J. (Accepted). Nudging Urban Food Pantry Users in Utah Toward Healthier Choices. *Health Promotion Practice*.

The Thumbs Up for Healthy Choices Food Pantry Toolkit was accepted as a practice-based into the National SNAP-Ed Toolkit in 2019.

Thumbs Up for Healthy Choices in Retail Settings

POLICY,
SYSTEMS,
ENVIRONMENT
(PSE)

PROJECT GOALS

The overall goal of the Thumbs Up for Healthy Choices program is to improve the visibility and appeal of healthy options in small retail settings that accept SNAP benefits. Increased visibility and appeal will result in increased purchase of targeted items by customers.

RELATED STATE OBJECTIVES

3

Based on SNAP-Ed PSE evaluation and reporting, by September 20, 2019, at least **3 small retail settings** that accept SNAP benefits will implement Thumbs Up for Healthy Choices to increase appeal and visibility of healthy options to customers.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

ST5 MT5

EVALUATION DESIGN

Evaluation participants

The Thumbs Up program was implemented by SNAP-Ed in 4 retail settings during FY 2019. These settings utilized an adapted version of the NYC Adopt-a-Shop assessment tool. The Utah Department of Health partnered with SNAP-Ed to assist with implementation of the program in 3 of these stores.

Unit of Assignment

Each retail setting served as their own comparison group receiving a baseline and follow-up score from a store observation assessment tool.

Group Assignment

N/A

Unit Retention

Management at one of the three stores did not support the recommended changes due to lack of interest or ability (limitations set by higher management) resulting in an ended partnership. The other stores worked with SNAP-Ed through the end of the fiscal year.

OUTCOME AND IMPACT MEASURES

During FY 2019, Thumbs Up in retail setting outcomes were measured by observing and tracking PSE changes implemented at the store. Changes of interest included product availability, placement and promotion strategies that aim to make healthier choices easier for customers. Changes were tracked using an adapted version of the NYC Adopt-a-Shop Store Observation Form. Additional changes not reflected on the assessment were also observed and reported.

DATA COLLECTION

PSE changes that improved the availability, visibility, and appeal were measured using an adapted version of the NYC Adopt-a-Shop Store Observation Form. The assessment tool was used at two points during the year to collect a baseline score and follow-up score. Baseline scores were collected when the store began to work with SNAP-Ed. A follow-up score was collected at the end of the fiscal year.

In addition to the assessment tool score, observational data was also used to report PSE changes adopted by each store.

“[The store manager] is very excited and he will work with the [SNAP-Ed] team to keep promoting the [Thumbs Up] program with their clients. [He] started to put healthy snacks by the cash register...They offer a lot of healthy options and healthy snacks.”

- CBH Ambassador, Cache County

RESULTS

Top Changes Adopted

Partnerships between SNAP-Ed and the Utah County and Bear River Health Departments resulted in 3 stores that implemented the following changes:

- Used the Thumbs Up tags to promote healthy options and added fresh vegetables. (3 stores)
- Added low sodium canned items. (2 stores)
- Stocks canned fruit in 100% fruit juice and dried fruits with no added sugar. (1 store)
- Added fresh fruit and placed ‘healthy’ snacks at the cash register. (1 store)

These stores all saw an increase in their environmental scan score:

Store	Baseline Score	Follow-Up Score
Store A (small store < 3 registers)	12	13
Store B (small store < 3 registers)	45	52
Store C (large store 4+ registers)	100	109

The SNAP-Ed staff reported the following barriers for the intervention:

- Management is not willing/able to change products or allow a lot of signage.
- Program signage was displayed but were in strong competition with store advertisements for unhealthy options.

Description of how evaluation results will be used

Evaluation results will be used to identify additional PSE strategies that could be implemented statewide to continue to improve the availability, visibility and appeal of healthy foods in small retail settings. Evaluation results from individual stores are used to identify strengths and weaknesses of each store and develop a plan of action.

RELEVANT JOURNAL REFERENCES

There are no journal references associated with this project.

Smarter Lunchroom Movement

POLICY,
SYSTEMS,
ENVIRONMENT
(PSE)

PROJECT GOALS

The Smarter Lunchroom Movement (SLM) aims to increase the selection of fruits, vegetables, nutrient dense entrees, and low-fat milk in school cafeterias. SLM utilizes low-cost strategies that are proven to nudge students to make healthier choices. Some changes to cafeterias may include placement of nutrient dense food to improve visibility and appeal, prompting messages to encourage healthy choices, promoting foods using creative, appealing names, etc.

RELATED STATE OBJECTIVES

4

By September 30, 2019, SNAP-Ed will lead the implementation of Smarter Lunchrooms in at least **4 eligible schools**.

5

These schools will increase their Smarter Lunchrooms score by at least **5 points** from baseline to follow-up assessment indicating improvements in the availability, visibility, and appeal of healthy options throughout the cafeteria.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

ST5 ST6 ST7 MT5

EVALUATION DESIGN

Evaluation participants

The Smarter Lunchroom Movement was introduced in 5 schools during FY 2019. All schools were trained by SNAP-Ed and Utah Department of Health educators.

Unit of Assignment

Each school served as their own comparison group receiving a baseline and follow-up score from the Smarter Lunchroom Movement scorecard.

Group Assignment

N/A

Unit Retention

Two of the schools decided not to implement Smarter Lunchrooms during FY 2019 after the initial trainings due to other obligations. However, both of these schools are currently working with SNAP-Ed to implement changes during FY2020.

OUTCOME AND IMPACT MEASURES

During FY 2019, SLM outcomes measures were tracked and recorded using the Smarter Lunchroom Movement Scorecard.

DATA COLLECTION

PSE changes that improved the availability, visibility, and appeal of healthy foods in school cafeterias were measured using the Smarter Lunchroom Scorecard. The scorecard was used at two points during the year to collect a baseline score and follow-up score. Baseline scores were collected when the school began to work with SLM. A follow-up score was collected at the end of the fiscal year. The scores were collected during active lunch periods.

RESULTS

Top Systems Changes

- Implemented a system to involve youth in food service decision-making. (3 schools)
- Various forms of fruits and vegetables are available (fresh, canned, frozen, dried, 100% juice). (2 schools)
- Change in menus (variety, quality, offering lighter fares). (2 schools)

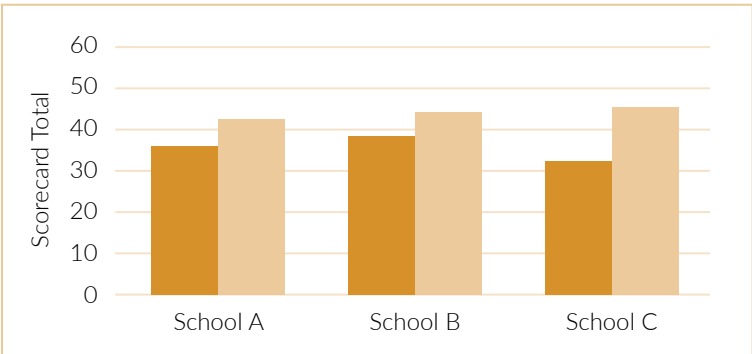
Top Environmental Changes

- Improvements in layout or display of food. (3 schools)
- Flavor station with healthy seasonings or low-fat dip added to the lunchroom. (3 schools)
- Improved appeal, layout or display of meal food/beverages to encourage healthy and discourage unhealthy selections. (2 schools)

Top Promotional Strategies

- Took steps to improve the appeal of the school meal program in order to increase meal participation. (3 schools)

Changes in Smarter Lunchroom Scorecard Scores



Baseline Follow-Up

“At a follow-up, the lunchroom worker had made some signage changes and some really awesome changes to the salad bar placement and signs! She tries to make a connection with each kid as they come through the line and encourage good choices she sees them making.”
- CBH Ambassador, Washington County

Description of how evaluation results will be used

Evaluation results will be used to identify additional PSE strategies that could be implemented statewide to continue to improve the availability, visibility and appeal of healthy foods in SNAP-Ed eligible schools. Evaluation results from individual schools are used to identify strengths and weaknesses of each school and develop a plan of action.

RELEVANT JOURNAL REFERENCES

There are no journal references associated with this project.

USU Hunger Solutions Institute

POLICY,
SYSTEMS,
ENVIRONMENT
(PSE)



Utah SNAP-Ed created a Hunger Solutions Institute to continue and enhance the overall food security in Utah. On campus we have partnered by creating courses and a minor focusing on educating future public health professionals who will likely work with SNAP-Ed, SNAP, or other partnering agencies that aim to reduce food insecurity across the state and nation.

At Utah State University we have a nontraditional campus, in the sense, that we have more students who work full time, are married and have children than most other universities and as a result, we likely have more students who are SNAP eligible who are not receiving SNAP benefits or SNAP-Ed education. We are supporting and promoting campus initiatives that target those students.

But ultimately, the major function of the USUHSI is to build strong connections and partners across the state that will likely help us extend our SNAP-Ed reach.

OUTCOME AND IMPACT MEASURES

By October 2019, Utah SNAP-Ed and its partners will have established a Campus Kitchen in Cache County.

By October 2019, Utah SNAP-Ed will have the first hunger course established at USU.

By January 2019, Utah SNAP-Ed will publish the results of its USU Student Food Security Survey.

By January 2019, Utah SNAP-Ed will have an official proposal for the USU Hunger Solutions Institute approved by the USHE Board of Regents.

By February 2019, Utah SNAP-Ed will complete its proposal for a hunger studies minor at Utah State University.

CAMPUS KITCHEN

Utah State University joined The Campus Kitchens Project, the leading national nonprofit empowering students to fight hunger and food waste, with the official launch of its own Campus Kitchen. The student-led organization turns wasted food into healthy, balanced meals for residents of Logan. With the launch of the program, the Campus Kitchen at Utah State University became the 66th Campus Kitchen to join the national network. A public ribbon-cutting event was held Friday, Nov. 16, at 11:30 a.m., on the main floor of the Taggart Student Center (TSC) at USU. <http://www.usu.edu/today/?id=58087>

FOOD INSECURITY ON USU CAMPUS STUDY

In 2017, we conducted a study to determine the extent to which food insecurity existed on the USU Logan campus. Similar to previous research, we found that 32% of students surveyed (n=923) were food insecure. (Additional results of this study have been submitted for peer review). These results have been essential as we have communicated with USU administrators and have moved forward with food security-related initiatives on our campus. After concluding this study, we were invited by faculty at West Virginia University to participate in a more comprehensive study that included 25 colleges and universities from across the country. This study is one of the largest food insecurity investigation in higher education thus far and will provide a much broader perspective on this issue. Students from across these campuses were asked via email to participate in a survey starting in October of 2019. Although results of this study are not yet available, we do know that at Utah State University alone, 2,862 students participated in this study. We hope to use the results to help move forward policies, programs, and initiatives on college campuses in the future.

BOARD OF REGENTS APPROVES R401, USU HUNGER SOLUTIONS INSTITUTE

In the Fall of 2018, Utah Board of Regents approved that USU now has a Hunger Solutions Institute.

The Hunger Solutions Institute is an integrated academic, Extension, and community organization dedicated to generate educational and societal solutions to hunger. HSI works to disseminate the best practices among hunger-relief organizations, improve collaboration and cooperative efforts between public and private organizations, and unite higher education institutions and various academic disciplines in Utah to find solutions for state, federal, and world-wide food insecurity:

extension.usu.edu/hsi.

HUNGER MINOR – FALL 2019

The Hunger and Food Security Studies Minor requires a minimum of 15 credits and focuses on the complexity of hunger and food insecurity as it pertains to nutrition, public health, climate and the environment, sustainability, mental/physical health, and more. This minor provides students with a broader understanding of the complexity of hunger and the various programs, policies, and environmental changes that can reduce this significant social issue. There are very few hunger and food security-related minors across the country. As a result, this is a unique opportunity for undergraduate students at USU.

This minor aligns with past USU President Stan Albrecht's commitment to food and nutrition security demonstrated when he signed the President's United to Solve Hunger initiative in 2015. Through this pledge he committed to pursue activities that prioritize food and nutrition on campus including research, teaching, outreach and student engagement.

This minor also aligns with the USU Extension mission aimed to improve the lives of individuals, families, and communities throughout Utah. The education and training provided in this minor support several Extension programs and efforts including SNAP-Ed, EFNEP, and the Hunger Solutions Institute, all of which provide hands-on opportunities for students. Students from any undergraduate program can pursue this minor to gain a broader knowledge of this complex social issue.

The curriculum for this minor is strategically designed to give students a broader understanding of the issue of hunger and food security, expanding upon hunger-related content they may already learn about in their major field of study. All courses in the curriculum are included to provide students with knowledge and skills that are important when working with organizations involved in hunger-relief programming and policy making. Courses from several departments across campus are included in the curriculum: extension.usu.edu/hsi/hsi_learn_pages/hunger_food_security_studies_minor.

12 students involved

26 courses



HUNGER ISSUES AND SOLUTIONS COURSE

For several years, Utah State University students expressed great interest in learning more about hunger and food insecurity. As a result, the course NDFS 5010/6010 Hunger Issues and Solutions was developed and taught for the first time in the spring of 2019 for undergraduate and graduate students from a wide variety of majors/programs. This course examines the complexity of local and global hunger-related issues and solutions. The course also focuses on advancing skills in grant writing, communication, and critical thinking, all of which are essential for professionals working towards reducing hunger on a small or large scale.

NDFS 5010/6010

Hunger Issues and Solutions



This course is required for all students pursuing the Hunger and Food Security Studies Minor and graduate students in the Master of Public Health (MPH) Nutrition program. Requiring a course that focuses entirely on hunger and food insecurity helps ensure that more public health professionals are prepared for work in hunger relief programs upon graduation. Furthermore, the grant writing experience offered in this course provides students with an opportunity to develop a skill that is vital in this field. This course can also be audited by any USU faculty, including USU Extension faculty.

POINT OF CONTACT

Heidi LeBlanc and Mateja R. Savoie-Roskos

Create Better Health

**SOCIAL
MARKETING**

TOTAL COST OF EVALUATION

\$149.51

PROJECT GOALS

The goal of Create Better Health is to promote healthy behaviors taught in Create Better Health classes. The campaign's specific behavior message "Create an Active Winter" was designed to help SNAP-Ed eligible people overcome barriers to being active during the winter months.

RELATED STATE OBJECTIVES

2

By September 30, 2019, Utah SNAP-Ed will launch at least 2 social marketing campaigns reaching a total of at least 1.5 million media impressions aimed at increasing the awareness of the importance of and benefits associated with family mealtimes, physical activity, and healthy food choices among SNAP-Ed eligible families reached.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

MT12 MT13

EVALUATION DESIGN

The reach of the campaign was measured using commercial market data.

The outcome/process evaluation online survey was distributed in two ways. First, it was promoted on Facebook as an ad directed to people living in cities with a high percentage of SNAP-Ed eligible people. The second method of distribution was through a link in the Eat Well Utah newsletter.

Evaluation Participants: After removing incomplete surveys (those who did not answer more than just whether the user was 18 years or older), 152 people took the survey. Seventy-seven of the survey participants were recruited through Facebook and Instagram ads targeted to adults whose accounts are associated with cities in Utah that have at least 50% of individuals who are at or below 185% of the federal poverty level according to census data. Seventy-five of the survey participants were recruited through an e-newsletter ad that is sent to SNAP recipients and SNAP-Ed participants.

Assignment of intervention and control or comparison conditions

The evaluation was not part of an experimental-design study.

Unit of Assignment

N/A

Group Assignment

N/A

Unit Retention

N/A

"Now I exercise with a group of friends in the morning at 6:15 every day and I also made time to go out with my baby outside."

OUTCOME AND IMPACT MEASURES

Outcome measures collected included

- Number of people reached.
- Number of impressions.
- Number of people who identified the campaign (unaided and aided recall).
- Response of efficacy of the campaign materials by those who had seen the promotional materials.

DATA COLLECTION

Outcome measures were collected through commercial market data for reach, impressions and engagements, and through online surveys for campaign recall and impact. Survey participants were recruited through Facebook and Instagram ads, and the Eat Well Utah Newsletter the month following the campaign. Participant who opted-in to sharing their e-mail address were entered into a drawing for one of two \$25 gift cards.

RESULTS

- Number of people reached.
 - More than 79,809 people viewed the Create Better Health social marketing campaign.
- Number of impressions.
 - The promotional materials were seen more than 407,562 times.
- Number of people who identified the campaign (unaided and aided recall).
 - 2.6% of survey participants could recall the campaign unaided.
 - 1.3% for those surveyed via social media.
 - 4% for those surveyed via the Eat Well Utah newsletter.
 - 27% of survey participants could recall the campaign when prompted.
 - 26% for those surveyed via social media.
 - 28% for those surveyed via the Eat Well Utah Newsletter.
- Response of efficacy of the campaign materials by those who had seen the promotional materials ("Did the advertisements have an effect on you? Please explain.").
 - 57.8% of survey participants who remembered the campaign reported that they were positively impacted by it.
 - "Helped me remember to keep making physical activity a priority, even if it was winter and cold."
 - "Yes, it reminded me that what I do today with my health will affect my relationships in the future."
 - "Yes, it is a good reminder to walk daily :)."
 - "Yes. Reminds me that I need to be more active and get out with the kids."
 - "Reminds me that winter is not a time to just sit around."

An educator, who organized a local “Mommy & Me” fitness class with fitness instructor volunteers, shared the following observations of SNAP-Ed participants. Note that the second story was shared a month after the campaign ended (the fitness classes have continued after the end of the campaign). “...she has come to realize what a positive influence exercise has had on not only her physical health but her emotional and mental health as well. She has more energy and feels more confident about herself each day. Exercise plays such a vital role in our health and wellbeing. Simple health changes can transform a person’s life.”



Description of how evaluation results will be used

Data will be used to guide the campaign in 2020. Utah SNAP-Ed will use this data to help modify the messaging so that it best resonates with the target audience.

Change from Plan

In the SNAP-Ed plan, we wrote that we would have two messages tested in the Create Better Health campaign. One message was to encourage physical activity, as described above, and the other was to encourage fruit and vegetable consumption. We did have a campaign to support the latter message, but we separated it from Create Better Health and reported it as the distinct campaign Eat Fresh, Buy Local. This second campaign is fully funded by the Farmers Market Promotion Program grant.

POINT OF CONTACT

LaCee Jimenez and Heidi LeBlanc

RELEVANT JOURNAL REFERENCES

There are no journal articles associated with this data.

Create Family Mealtime

SOCIAL MARKETING

TOTAL COST OF EVALUATION

\$181.21

PROJECT GOALS

The goal of Create Family Mealtime is to promote eating meals together as a family to SNAP-Ed eligible families by creating materials that address barriers to the behavior and encourage families to adopt the behavior.

RELATED STATE OBJECTIVES

2

By September 30, 2019, Utah SNAP-Ed will launch at least 2 social marketing campaigns reaching a total of at least 1.5 million media impressions aimed at increasing the awareness of the importance and benefits associated with family mealtimes, physical activity, and healthy food choices among SNAP-Ed eligible families reached.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

MT12 MT13

EVALUATION DESIGN

Outcome evaluation was conducted through an online survey distributed to audiences associated with low-income areas on Facebook and Instagram.

Evaluation Participants

Facebook and Instagram ads were targeted to adults whose accounts are associated with cities in Utah that have at least 50% of individuals who are at or below 185% of the federal poverty level according to census data. 145 adults participated in the survey.

Assignment of intervention and control or comparison conditions

The evaluation was not part of an experimental-design study.

Unit of Assignment

N/A

Group Assignment

N/A

Unit Retention

N/A



OUTCOME AND IMPACT MEASURES

Outcome measures collected included

- Number of people who identified the campaign (unaided and aided recall).
- Response of efficacy of the campaign materials by those who had seen the promotional materials
- Settings where most people observed campaign materials.

DATA COLLECTION

Outcome measures were collected through an online survey. Participants were recruited through Facebook and Instagram ads the month following the campaign in October 2018. Participant who opted-in to sharing their e-mail address were entered into a drawing for a \$25 gift card.

RESULTS

- Number of people who identified the campaign (unaided and aided recall).
 - Four survey participants (2.7%) could recall the campaign unaided.
 - Forty-three survey participants (29.7%) could recall the campaign aided.
- Response of efficacy of the campaign materials by those who had seen the promotional materials
 - 57.9% of survey participants who could recall the campaign and who answered the question “Did the advertisements have an effect on you? Please explain.” reported positive impacts ranging from “(wanting) to learn more” to “It gives me a positive feeling about family mealtimes, so we try harder to do them and make them more meaningful.”
 - 15.8% of participants who reported not being affected by the materials noted that it was because they already have family meals often.
 - Others reported that it only somewhat impacted them, that it wasn’t a relevant message, or that it did not impact them.
- Settings where participants recalled viewing or hearing campaign messages.
 - 36.8% reported seeing the social media advertisements.
 - 28.9% reported seeing the posters or handouts at SNAP-Ed indirect education booths or direct education classes.
 - 23.7% reported seeing the bus advertisement.
 - Only 2.6% reported seeing the tv news segment.

Description of how evaluation results will be used

Data from this evaluation guided program planning for FY2020. Findings suggest that there is need for higher dosage of exposure to the campaigns in order that they are more memorable, or the evaluation design makes it difficult to determine whether the survey participants had been exposed to the campaign and forgot, or if they had not been exposed to any campaign materials.

POINT OF CONTACT

LaCee Jimenez and Heidi LeBlanc

RELEVANT JOURNAL REFERENCES

There are no journal articles associated with this data.

Eat Fresh, Buy Local

**SOCIAL
MARKETING**

TOTAL COST OF EVALUATION

\$0. All costs for this campaign were provided by a Farmers Market Promotion Program grant.

PROJECT GOALS

The goal of Eat Fresh, Buy Local is to educate SNAP recipients informing them that they can use SNAP benefits at certain farmers markets and that most markets provide the Double Up Food Bucks produce incentive program. It also supports healthy behaviors taught in Create Farm Fresh Food classes.

RELATED STATE OBJECTIVES

2

By September 30, 2019, Utah SNAP-Ed will launch at least 2 social marketing campaigns reaching a total of at least 1.5 million media impressions aimed at increasing the awareness of the importance of and benefits associated with family mealtimes, physical activity, and healthy food choices among SNAP-Ed eligible families reached.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

MT12 MT13

EVALUATION DESIGN

Outcome data (reach and dosage) was gathered using commercial market data.

Formative research was conducted through intercept surveys offered at SNAP-Ed direct and indirect education interventions.

Evaluation Participants: Eighty people participated in the outcome surveys. The participants included 17 farmers market managers, 24 English-speaking SNAP-Ed participants (including refugees) from the Cache and Salt Lake County areas, and 39 Spanish-speaking SNAP-Ed participants from the Cache County area.

Assignment of intervention and control or comparison conditions

The evaluation was not part of an experimental-design study.

Unit of Assignment

N/A

Group Assignment

N/A

Unit Retention

N/A



OUTCOME AND IMPACT MEASURES

Outcome measures collected included

- Number of people reached
- Preferred campaign creative materials
- Number of impressions
- Preferred campaign message

DATA COLLECTION

Outcome measures were collected through commercial marketing data. Formative evaluation surveys were distributed to farmers market managers and SNAP-Ed participants at indirect education booths and direct education classes to determine the preferred marketing branding and messaging.

RESULTS

- Number of people reached
 - Approximately 629,725 people viewed the Eat Fresh, Buy Local social marketing campaign.
- Number of impressions
 - The promotional materials were seen more than 2,319,548 times.
- Preferred campaign creative materials
 - Concepts 1, 2, and 6 were the top choices ranked highest.
- Preferred campaign message
 - "Buy Local, Eat Fresh," "Fresh and Local," and "Support Local, Eat Farm Fresh" were the top three campaign taglines. From this input the campaign developed the current message: "Eat Fresh, Buy Local."



Description of how evaluation results will be used

Data will be used to guide the campaign in 2020. The formative research was used to adapt the campaign materials. All results will be used to improve the campaign efficacy and reach.

Change from Plan

In the SNAP-Ed plan, we wrote that we would have two messages tested in the Create Better Health campaign. One message was to encourage eating fruits and vegetables, as described above, and the other was to encourage physical activity. Due to the emphasis on shopping at farmers markets, the different audience segmentation, and external funding, we separated the Eat Fresh, Buy Local message from the Create Better Health campaign.

POINT OF CONTACT

LaCee Jimenez and Heidi LeBlanc

RELEVANT JOURNAL REFERENCES

There are no journal articles associated with this data.

Farmers Market Nutrition Education Booths

INDIRECT
EDUCATION

PROJECT GOALS

The goal of Farmers Market Nutrition Education Booths is to increase the ability of the SNAP recipients to use their SNAP benefits at farmers markets. It also aims to increase awareness of easy ways to incorporate fruits and vegetables into a diet even with limited time and food budget.

RELATED STATE OBJECTIVES

15

Based on SNAP-Ed reporting, by September 30, 2019 SNAP-Ed in Utah will provide nutrition education at 15 farmers markets that accept Electronic Benefit Transfer (EBT) cards.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

MT5 LT8

EVALUATION DESIGN

The reach of the intervention was reported by staff as indirect contacts by visual estimate. The nutrition education assistants also reported how many handouts and samples they distributed, and any media coverage of the program.

Evaluation Participants

N/A

Assignment of intervention and control or comparison conditions

N/A

Unit of Assignment

N/A

Group Assignment

N/A

Unit Retention

N/A



OUTCOME AND IMPACT MEASURES

Outcome measures collected included

- The number of farmers markets with a SNAP-Ed booth.
- The number of farmers markets that accept EBT.
- The number of farmers markets that participate in Double Up Food Bucks (DUFB).
- The number samples distributed at farmers' markets.
- The number recipe cards and handouts distributed at farmers' market.
- The number of media stories related to SNAP, SNAP-Ed, and DUFB at farmers' markets in Utah.

DATA COLLECTION

Staff and volunteers working at SNAP-Ed farmers market booths counted the number of people who visited the booth and how many handouts/samples were distributed. Other outcome measures were collected from our partner organization Utahns Against Hunger.

RESULTS

- Fifteen farmers markets had a SNAP-Ed booth.
 - Brigham City Farmers Market, Cache Valley Gardeners Market, Cedar City Farmers Market (Nature Hills Farm Stand), Huntington Farmers Market, Provo Farmers Market, Roosevelt Farmers Market Salt Lake Downtown Market, St. George Farmers Market at Ancestor's Square, Sunset Farmers Market in Orem, Sunset Farmers Market in Springville, Sunnyvale Farmers Market, Syracuse Farmers Market, USU Botanical Farmer's Market.
- Twenty-three farmers markets and farm stands accepted EBT.
- Twenty-one farmers markets and farm stands participated in DUFB or another similar produce incentive program.
- About 2,563 samples distributed at farmers markets.
- Approximately 8,725 recipe cards and handouts distributed at farmers markets.
- Two media stories related to SNAP, SNAP-Ed, and DUFB at farmers markets in Utah.
 - upr.org/post/connecting-local-food-underserved-populations-thursdays-access-utah
 - hjnews.com/news/local/new-program-aims-to-increase-produce-at-food-pantry-cut/article_2e1eadfa-33a6-5cff-a23f-2784a0d8eac2.html

Description of how evaluation results will be used

The results will be used for future program planning to help determine areas of need and how to improve the likelihood that SNAP recipients have access to fresh local produce.

POINT OF CONTACT

LaCee Jimenez and Heidi LeBlanc

RELEVANT JOURNAL REFERENCES

There are no journal articles associated with this data.

Social Media

Intergenerational Poverty Monthly Newsletter
(Eat Well Utah Newsletter)

INDIRECT
EDUCATION

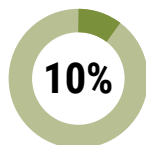
PROJECT GOALS

The goal of the social media program is to disseminate information and tips from USDA Dietary Guidelines, MyPlate, and the Utah Create Better Health curriculum. Social media is an effective way to meet participants where they go to learn and to play.

SNAP-Ed concepts are shared and promoted on mobile devices via websites, YouTube, Facebook, Twitter, Instagram, and Pinterest. Social media efforts aim to improve the visibility, availability, and appeal of nutritious foods. These sites also encourage and provide tips on how to increase physical activity.

The goal of the **Intergenerational Poverty Newsletter** (Eat Well Utah) is to reach a specific target audience in Utah. In 2016, Food \$ense, in cooperation with the Utah Department of Workforce Services and the Utah legislature, began addressing the needs of the intergenerational poverty families. SNAP-Ed is a key player in combating a cycle of poverty, and Food \$ense sends a newsletter to this group each month. This newsletter distributes SNAP-Ed concepts and promotes healthy lifestyle choices. The monthly letter is specific to each county so it announces local farmers markets accepting SNAP EBT cards, healthy seasonal recipes, physical activity tips, and upcoming Food \$ense classes in the area.

RELATED STATE OBJECTIVES



Based on SNAP-Ed Social Media effort reporting, by September 30, 2019, at least 10% growth in online reach.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

LT8 LT8c

EVALUATION DESIGN

The reach of social media efforts were measured using commercial market data provided by the individual platforms (i.e. Google Analytics, Facebook Insights).

The reach of the Eat Well Utah newsletter is provided by the email automation software used for message creation and delivery (HigherLogic).

Assignment to intervention and control or comparison conditions

N/A

Group Assignment

N/A

There are two sets of newsletter recipients. The IGP list is a collection of names provided to Food \$ense by the Utah Department of Workforce Services. This list includes emails for the heads of household for families who meet the definition of intergenerational poverty. The second set of names are gathered by NEAs at live Food \$ense classes and events.

Unit Retention

N/A

OUTCOME AND IMPACT MEASURES

Outcome measures collected include:

- Number of messages delivered/posted
- Number of views/impressions/engagements
- Number of followers
- Number of new followers

RESPONSE TO POST ON EAT WELL UTAH BLOG

We received a comment on <http://eatwellutah.org>. It said, “I can’t wait to try some of your recipes! I just got my first crock pot (and I’m a senior) and am exploring the world of slow cooked food. Thanks!”. I responded asking her to let us know which recipes she tried and which were her favorites.

- Candi Merritt, NEA

DATA COLLECTION

Social media programing used conventional web and social media analytics such as Google analytics, Facebook and Instagram unique visitors, page views, reach, engagements, etc.

RESULTS

Statewide Social Media Outlets	Number of Messages	Reach (Unique)
Websites/Blogs	147	70,184
Facebook: Statewide Delivery	1,412	680,493
Facebook: County Delivery	n/a	413,703
Instagram	624	78,478
Pinterest	16,867	68,795
Twitter	671	167,886
YouTube	10	66,089
Newsletter Recipients IGP List	300	723,484
Newsletter Recipients SNAP-Ed Participants	324	19,138

Description of How Results will be Used

Information is used to inform future programming.

POINT OF CONTACT

LaCee Jimenez and Heidi LeBlanc

RELEVANT JOURNAL REFERENCES

There are no journal articles associated with this data.

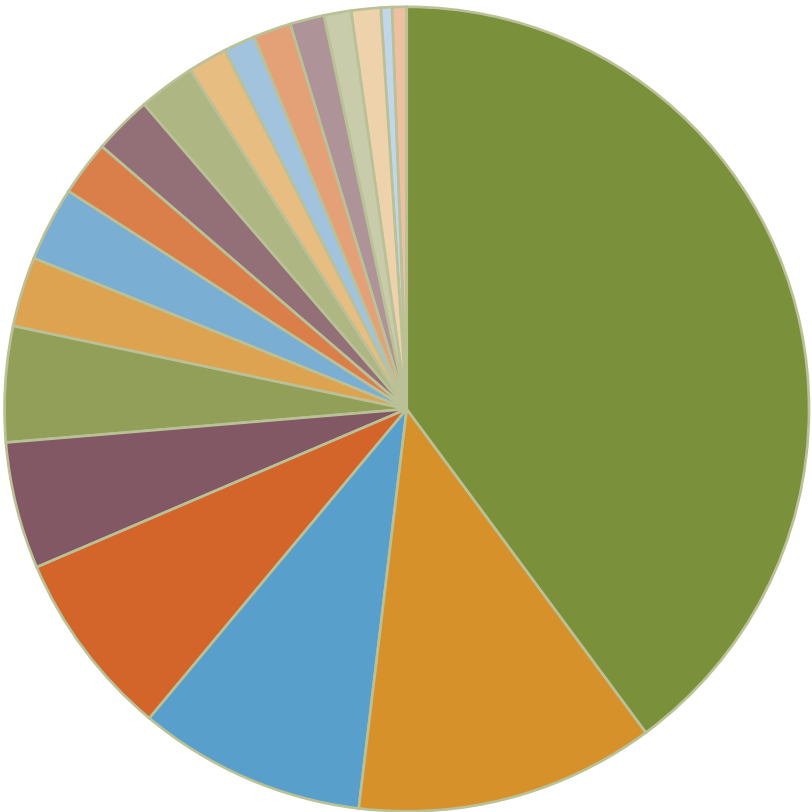
8 PARTNERSHIPS AND COALITIONS

SNAP-Ed Partnerships (Indicator ST7- Organizational Partnerships)

SNAP-Ed Partnerships are defined as “two or more individuals or organizations who regularly meet, exchange information, and identify and implement mutually reinforcing activities that contribute to organizational changes or policies.”

175 partnerships were reported for FY 2019

- Schools (K-12)
- Food pantries
- Agricultural organizations
- Government program/agency
- Foundations/philanthropy organizations/nonprofits
- Human services organizations
- Public health organizations
- Other
- Early care and education facilities
- Food stores (convenience stores, grocery stores, supermarkets, etc.)
- Hospitals/healthcare organizations
- City and regional planning groups
- Media/advertising groups
- Low-income housing
- Faith based groups
- Labor/workforce development groups
- Parks and recreation centers
- Schools (colleges and universities)
- Indian tribal organizations



Partnership Highlight

Program Name: Harvest of the Month

Related State Objectives:

By September 30, 2019 at least 4 schools in two districts will have received at least 6 Harvest of the Month lessons provided by SNAP-Ed educators.

By September 30, 2019, at least 50% of schools that received HOTM education will have adopted one environmental change that improves students access to fruits and vegetables.

Partners

Utah SNAP-Ed, Utah School Board of Education-Child Nutrition Program and Delta North Elementary School (Millard County)

This partnership resulted in piloting Harvest of the Month program to approximately 450 students at the Delta North Elementary School in Delta, UT. 6-lessons were taught over the course of 6 months.

- Delta Elementary provided the classrooms and audience.
- SNAP-Ed provided Harvest of the Month classroom education & produce taste tests.
- USBE-CNP provided support to the school to offer featured produce of the month.

“Through [the SNAP-Ed] relationship with Bountiful Food Pantry and our implementation of Thumbs Up in their pantry we are able to reach out to their outlying school pantries at Northridge High School, Layton High School, and Clearfield High School.”

- CBH Ambassador, Davis County

Successes

Youth learned about and sampled six seasonal vegetables including winter squash, potatoes, dried beans, mushrooms, greenhouse greens and asparagus. Pre and post surveys were collected from students. Data analysis will be conducted to see if education improved the students' recognition and acceptance of the featured produce.

Lessons learned

Earlier and better communication with the cafeteria management would have improved the success of offering the featured produce in the cafeteria. During the pilot year, the produce was not offered in the cafeteria at the same time as the students were learning about it. Plans are currently underway to improve Harvest of the Month partnerships in the future.

Program Name: Farmers Market Promotion Program (FMPP)

Project Detail

USDA FMPP Grant. Awarded \$494,292.24 over 3-year period.

Partners

Utahns Against Hunger, Utah SNAP-Ed, Utah Department of Health, Urban Food Connections of Utah, Comunidades Unidas, USU Extension, USU Department of Environment & Society, USU Department of Nutrition, Dietetics and Food Sciences, and USU Department of Agricultural Systems Technology and Education.

"Though we [SNAP-Ed] have participated in the [farmers'] market in previous years, this is the first year we have built a positive and productive working relationship. We have been able to collaborate in a few areas, such as: providing access to a venue wherein classes and events can happen during market hours and developing and implementing the Buy Produce for Your Neighbor program [PSE effort]."

- CBH Ambassador, Cache County

The Create Better Health Utah (SNAP-Ed) program oversees the development and design of a statewide social marketing and outreach campaign targeted to low-income/at-risk and ethnic minority populations across the state regarding where to find farmers markets and direct market farmers that accept SNAP.

FMPP Goal

Improve access to local produce for SNAP recipients in Utah.

FMPP Objectives

- "Provide SNAP training and outreach to farmers market managers and direct market farmers across Utah."
- "Design a statewide marketing and outreach campaign targeted to low-income/at-risk and ethnic minority populations across the state regarding where to find farmers markets/direct market farmers that accept SNAP."
- Measure and evaluate the impact of the other two objectives.

Successes

In FY 2019, approximately 629,725 people have viewed the statewide campaign and materials had more than 2,319,548 impressions (see page 46 for Eat Fresh Buy Local entry). The program has also helped formalize and structure the Utah Farmers Market Network. It has provided several trainings to farmers market managers throughout the state. The group is in the process of creating a best practice guide for promoting local agriculture to the SNAP audience. The guide will be used to improve the marketing efforts. The program has hosted one of six farm dinners in areas with low food access for low-income individuals. At the dinners, researchers learn more about the perspectives of local target audience members and others who serve the target population about the local food environment in the area and the accessibility of local food for the SNAP population.

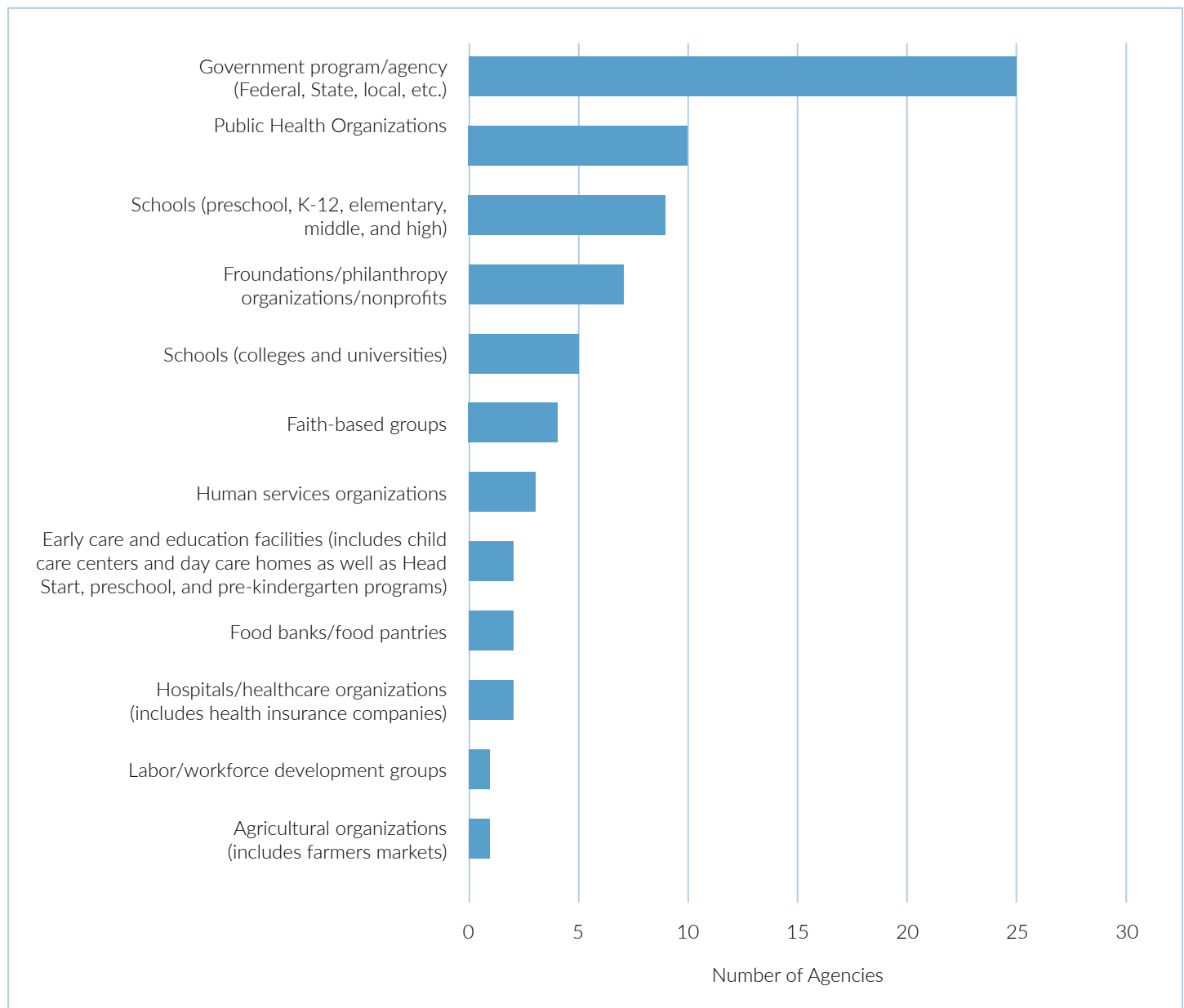
McCann, R. B., Jimenez, L. N., Savoie Roskos, M. R., Wille, C., Durward, C., Hall, K.,...Einerson, A. (2018). Connecting low-income/at-risk and ethnic minority populations to Utah direct market farmers and farmers markets. USDA Farmers Market and Local Food Promotion Program: 2018 Project Narrative and Instructions.

SNAP-Ed Coalitions (Indicator ST8: Multi-Sector Partnerships & Planning)

SNAP-Ed Coalitions are defined as “a group of individuals or organizations that commit to joint action in adopting practices, supports and/or standards, typically for a longer period of time.”

- **7 coalitions (5 local, 2 state)**
- **71 partners representing 12 sectors of influence**

Coalition Member Sectors of Influence



Partners

Utahns Against Hunger, Utah SNAP-Ed, Utah School Board of Education-Child Nutrition Program, Brigham Young University, Utah Department of Health, Utah School Nutrition Association, Dairy West, Weber School District, Ogden School District, and Get Healthy Utah.

Related State Objectives

Based upon the Food Research Action Center (FRAC) report, by September 30, 2019, Utah's participation in the School Breakfast Program will increase by 5%.

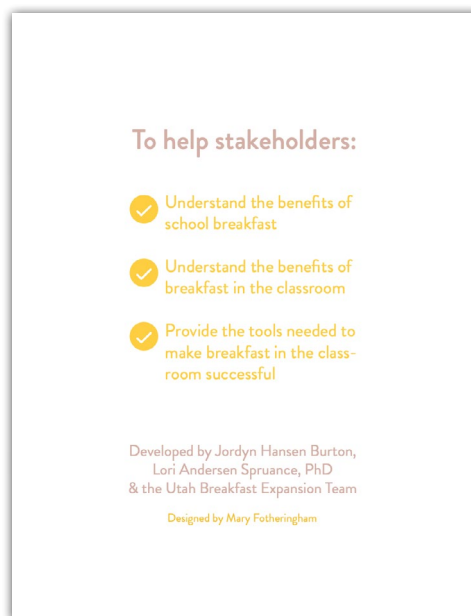
Successes

While Utah's breakfast participation did not increase by 5% this year, UBET has had many successes during 2019 including:

- Developed a Breakfast Toolkit for Utah's Elementary Schools, Starting the Day Right 3.
 - The toolkit is designed to help stakeholders understand the benefits of school breakfast and breakfast in the classroom (BIC), and provide the tools necessary to make BIC successful.
- Utah was awarded \$50,000 through No Kid Hungry grants. Grants are available for individual schools to make improvements/additions to their breakfast program.
- Partners are pursuing policies to require schools with > 50% of students eligible for free/reduced meals to provide breakfast.

Lessons Learned

UBET continues to conduct research to identify barriers to offering or participating in school breakfast programs. Findings will be used to direct future coalition initiatives. Additionally, UBET has realized the importance of policy changes to increase the impact of successes. To address this, the coalition has formed a policy subcommittee that specifically focuses on this intervention style. UBET is also working on a social marketing campaign to increase awareness of the importance of school breakfast.





Coalition Highlight

Utah State Nutrition Action Coalition (SNAC)

Partners

Utah SNAP-Ed, Utah State University Extension, Department of Workforce Services, Utahns Against Hunger, Utah School Board of Education-Child Nutrition Program, Utah Department of Health, Expanded Food and Nutrition Education Program (EFNEP), Get Healthy Utah, WIC

Related State Objectives

N/A

Successes

- Utah's SNAC group developed a SNAC Marketing Competition for university students and the winning entry from Southern Utah University (SUU) received a cash prize from Get Healthy Utah. The entry included posters, social media and a video promoting healthy eating and an active lifestyle. Members of the SNAC Group and students from SUU presented the materials at the Utah Public Health Association (UPHA) Conference in April 2019.
- In May, the SNAC Group developed a SNAC Logo that features fruits and vegetables as part of the lettering. This logo was added to the marketing materials SUU developed and we explored venues for presenting the materials to a wider audience.
- Members of the SNAC team continued to serve on the Utah Breakfast Expansion Team (UBET), which is committed to increasing access to school breakfast in Utah schools, and the Utah Produce Incentive Collaboration (UPIC), which administers the Double Up Food Bucks program at Farmers Markets.
- In August, the SNAC discussed developing a social marketing campaign and discussed possible areas of emphasis (like Create a Healthy Winter, which is a campaign developed by USU SNAP Education.) We will review the data from needs assessments conducted by agencies and organizations within the group to determine the most impactful goal.

Lessons Learned

SNAC recognized the importance of resource sharing among coalition members. Through the use of Get Healthy Utah's Value Study SNAC was able to identify words and concepts that led to the development of an effective marketing message. The materials developed by the SUU students, for example, addressed obesity prevention without ever mentioning obesity. Their message focused on words and phrases that increased the chance of a positive response from the audience, like quality, energized, healthy.

9 FIND US HERE

UTAH ADULTS

Create Better Health Utah	createbetterhealthutah.org instagram.com/createbetterhealthutah pinterest.com/createbetterhealthutah twitter.com/CBHUtah facebook.com/createbetterhealthutah youtube.com/channel/UCp5fRTxguUUpO-OJWXLx3FQ
Creaciones en la Cocina	extension.usu.edu/creaciones-en-la-cocina facebook.com/enlacocina
Create Better Health	extension.usu.edu/foodsense

UTAH KIDS

Kids Create!	kidscreatesite.wordpress.com facebook.com/createbetterhealthkids
Captain Create!	youtube.com/channel/UCA9UUVYEagSVjyzf8enp9gQ

UTAH COUNTIES

Create Better Health Beaver County	facebook.com/createbetterhealthbeavercounty
Create Better Health Box Elder County	facebook.com/createbetterhealthboxeldercounty
Create Better Health Cache County	facebook.com/createbetterhealthcachecounty
Create Better Health Duchesne County	facebook.com/createbetterhealthduchesnecounty
Create Better Health Iron County	facebook.com/createbetterhealthironcounty
Create Better Health Tooele County	facebook.com/createbetterhealthtooelecounty
Create Better Health Uintah County	facebook.com/foodsenseuintahcounty
Create Better Health Utah County	facebook.com/createbetterhealthutahcounty
Create Better Health Wayne County	facebook.com/createbetterhealthwaynecounty

UTAH SNAP-ED FACULTY, STAFF, AMBASSADORS, & PARTNERS

Create Better Health Ambassadors	extension.usu.edu/fscreate youtube.com/channel/UCGTezat2IKNS7euPK11jZAQ facebook.com/groups/CreateBetterHealthAmbassadors
Utah SNAP-Ed Works	twitter.com/utah_ed facebook.com/UtahSNAPed
Utah SNAP-Ed	linkedin.com/company/utah-snap-ed
USU Hunger Solutions Institute	extension.usu.edu/hsi instagram.com/usuhungersolutionsinstitute twitter.com/usu_hsi facebook.com/usuhungersolutionsinstitute

Appendix A: SNAP-Ed Evaluation Framework Priority Indicators Table

Individual Level Behavior Change- Medium Term (MT) Indicators

*P<.05 considered significant

Statistical Test: Mann Whitney U comparing responses from pre and post surveys

MT1: Healthy Eating	
MT1f: Use MyPlate to make food choices	After participating in SNAP-Ed classes adult participants reported using MyPlate to make food choices more frequently (n=1609, p <.001).
MT1l: Cups of fruit consumed per day	After participating in SNAP-Ed classes, adult participants reported consuming 1-2 c. of fruit daily more frequently (n=1616, p<.001).
MT1m: Cups of vegetables consumed per day	After participating in SNAP-Ed classes, adult participants reported consuming 2-3 c. of vegetables more frequently (n=1561, p <.001).

MT2: Food Resource Management	
MT2b: Read nutrition facts label or nutrition ingredient lists.	After participating in SNAP-Ed classes adult participants reported reading nutrition facts labels or ingredient lists more frequently (n=1470, p<.001).
MT2g: Not run out of food before month's end.	After participating in SNAP-Ed classes adult participants reported stretching their food dollar to last the month more frequently (n=1621, p<.001).
MT2j: Shop with a list.	After participating in SNAP-Ed classes adult participants reported shopping with a grocery list more frequently (n=1473, p<.001).

MT3: Physical Activity & Reduced Sedentary Behavior	
MT3a: Physical activity and leisure sport (general physical activity or leisure sport)	After participating in SNAP-Ed classes, adult participants reported being physically active for at least 30 minutes, 5 days a week more frequently (n=1484, p<.001).

Organizational Adoption and Promotion- Medium Term Indicators

MT5: Nutrition Supports Adopted	
MT5a: Number and proportion of sites that make at least one change in writing or practice to expand access or improve appeal of healthy eating.	30 reported PSE sites 93% adopted >1 PSE change
MT5b: Total number of policy changes	12 policy changes adopted
MT5c: Total number of systems changes	74 systems changes adopted
MT5d: Total number of environmental changes	36 environmental changes adopted
MT5e: Total number of promotional efforts for a PSE change	40 promotional efforts

Organizational Motivators & Sectors of Influence- Short Term (ST) Indicators

ST7: Organizational Partnerships	
ST7a: The number of active partnerships in SNAP-Ed qualified sites or organizations that regularly meet, exchange information, and identify mutually reinforcing activities...	175 partnerships reported

ST8: Multi-sector Partnerships and Planning	
ST8a: Number of state SNAP-Ed programs or local communities with multi-sector partnerships or coalitions that include at least five diverse sector representatives that address nutrition or physical activity related community changes.	7 coalitions reported

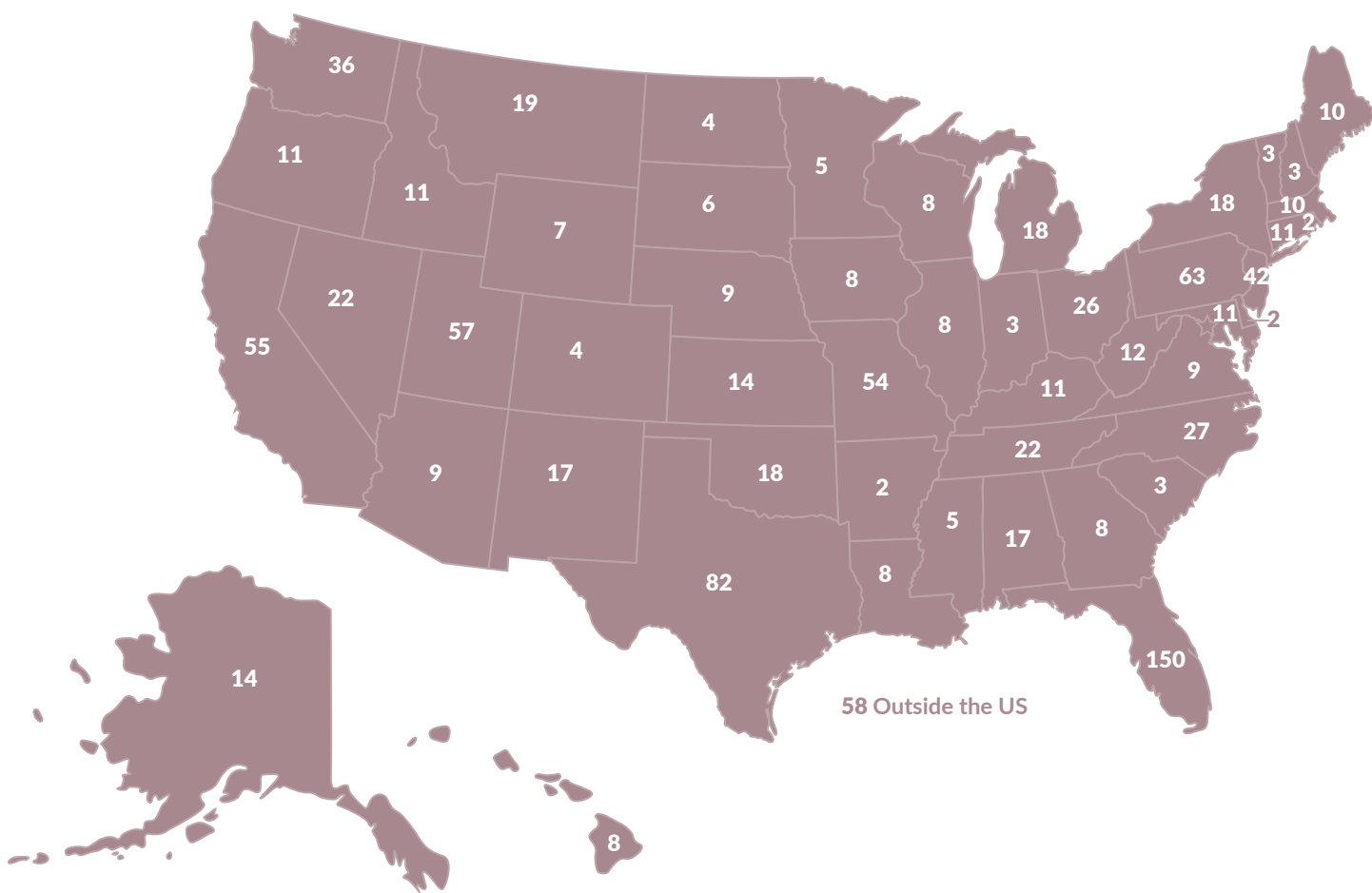
Appendix B: National Nutrition Certification Program (NNCP)

The National Nutrition Certification Program (NNCP) is offered to nutrition education paraprofessionals nationwide. The goal of NNCP is to increase the nutrition knowledge and teaching skills of nutrition paraprofessionals. Nutrition and physical activity information based on the USDA Dietary Guidelines and MyPlate is taught in a non-competitive and accurate manner. Topics include: basic nutrition, vitamins, minerals, menu planning, food safety, physical activity, chronic diseases, childhood nutrition, and the art of teaching. This online training course is offered at no cost to nutrition educators and has become a popular training tool for nutrition paraprofessionals across the nation.

Course participants must pass each end-of-section quiz before moving on to the next lesson. The course ends with a final exam of 100 questions. The course participant must receive 80% or higher in order to earn the NNCP Certificate of Completion. Certification expires after three years.

1,050 students enrolled in the NNCP Program in 2019 grant year

105 participants returned to renew their certificate



States Served	Number of Participants
Alabama	17
Alaska	14
Arizona	9
Arkansas	2
California	55
Colorado	4
Connecticut	11
Delaware	2
Florida	0
Georgia	8
Hawaii	8
Idaho	11
Illinois	8
Indiana	3
Iowa	8
Kansas	14
Kentucky	11
Louisiana	8
Maine	10
Maryland	11
Massachusetts	10
Michigan	18
Minnesota	5
Mississippi	5
Missouri	54
Montana	19

States Served	Number of Participants
Nebraska	9
Nevada	22
New Hampshire	0
New Jersey	42
New Mexico	17
New York	18
North Carolina	27
North Dakota	4
Ohio	26
Oklahoma	18
Oregon	11
Pennsylvania	63
Rhode Island	2
South Carolina	3
South Dakota	6
Tennessee	22
Texas	82
Utah	57
Vermont	3
Virginia	9
Washington	36
West Virginia	12
Wisconsin	8
Wyoming	7
Outside the US	58

Major Agencies Trained by NNCP

- SNAP-Ed
- EFNEP
- WIC
- Head Start
- Cooperative Extension
- Department of Public Health
- Tribal Government Health
- Community Health Programs
- Food Pantries
- Job Corps
- AmeriCorps
- Hospitals
- Medical Centers

Point of Contact

Heidi LeBlanc,
Marcia Gertge, and
Casey Coombs



EXTENSION 
UtahStateUniversity.